

# VISIT BATON ROUGE

## BOARD MINUTES

### February 2019

A scheduled board meeting of Visit Baton Rouge was held on Thursday, February 28, 2019 at its office located at 359 Third Street.

Present were:

Norman Chenevert  
Scott Michelet  
Claude Reynaud  
Flynn Foster  
Mark Drennen  
Pastor Wesley  
Mickey Freiberg  
Ben Blackwell

Absent:

Donna Collins Lewis  
Mary Stein

Present but not participating in formal actions:

Paul Arrigo, Staff  
Lauralyn Maranto, Staff  
Sid Jackson, former VBR Controller  
Jessica Coffing, Staff  
Karron Alford, Staff  
Stacy Simon, Staff  
Courtney Taylor, Staff  
Geraldine Bordelon, Staff  
Chuck Elkins, Legal Counsel  
Lieutenant Governor, Billy Nungesser  
Julie Samson, Chief of Staff, Lt. Governor's Office  
Pamela Hayes, Deputy Communications Director, Lt. Governor's Office  
Joey Simms, Louisiana State Trooper  
Michael Johnson, WVLA

Norman Chenevert called the meeting to order and opened the meeting for public comment.

Mr. Arrigo introduced Lieutenant Governor Billy Nungesser, who presented an update on tourism efforts being made across the state of Louisiana and focused on those efforts being made in Baton Rouge.

On a motion by Flynn Foster, seconded by Mickey Freiberg to approve the January 24, 2019 minutes as presented.

Motion carried.

Jessica Coffing presented the Treasurer's Report and reviewed January's financial statements.

Discussion was held regarding Bayou Country Superfest. A motion was made by Claude Reynaud, seconded by Flynn Foster to adopt the following Resolution:

**RESOLUTION OF THE BOARD OF DIRECTORS OF  
VISIT BATON ROUGE  
CONCERNING BAYOU COUNTRY SUPERFEST 2019 EVENT  
FEBRUARY 28, 2019**

**WHEREAS**, the Board of Directors (the "Board") of Visit Baton Rouge ("VBR") is charged with assisting in the economic development of East Baton Rouge Parish through the promotion of travel and tourism in the Parish of East Baton Rouge;

**WHEREAS**, as a result of the work and efforts of the VBR Staff, the Bayou Country Superfest event is returning to Baton Rouge in May, 2019; and

**WHEREAS**, to authorize the President & CEO of VBR to negotiate and enter into an agreement pursuant to which VBR shall sponsor such Event and other matters necessary and convenient to such sponsorship, the following resolutions are offered.

**NOW THEREFORE, BE IT RESOLVED** that the Board hereby authorizes and directs Norman Chenevert, Chairman of the Board, and Paul J. Arrigo, President/CEO, acting in their joint discretion, to negotiate, execute, and deliver a cooperative endeavor agreement (the "Agreement") by and between VBR and the producers of the 2019 Bayou Country Superfest (the "Event"), with such Agreement to contain such terms and conditions as Mr. Chenevert and Mr. Arrigo, in their joint discretion, believe to be in VBR's best interest;

**BE IT FURTHER RESOLVED** that to provide budgetary authority for the Agreement and for costs and expenses ancillary to such Agreement and Event, the 2019 budget of VBR be and hereby is adjusted and amended to add a new special event expense account, line item and/or category entitled "2019 Bayou Country Superfest Event" with a budgeted amount of Three Hundred Seventy Thousand and No/100 Dollars (\$370,000.00);

**BE IT FURTHER RESOLVED** that to cover any indicated current deficit caused by the budget amendment authorized above, the necessary amount shall be transferred from VBR's LAMP Special Projects Fund on the amended 2019 budget; and

**BE IT FURTHER RESOLVED** that Paul Arrigo is hereby directed and empowered to transfer an amount of restricted cash necessary in his sole discretion from VBR's reserves held VBR's LAMP Special Projects Fund account for VBR's current use in connection with the previous resolutions.

Motion carried.

Discussion was held regarding a Cooperative Endeavor with BRAC. A motion was made by Pastor Wesley, seconded by Ben Blackwell to adopt the following Resolution:

**RESOLUTION OF THE BOARD OF DIRECTORS OF  
VISIT BATON ROUGE ("VBR")  
CONCERNING AUTHORITY OF THE PRESIDENT/CEO TO NEGOTIATE, EXECUTE,  
AND DELIVER A COOPERATIVE ENDEAVOR AGREEMENT WITH THE BATON  
ROUGE AREA CHAMBER FOR ECONOMIC DEVELOPMENT PROMOTIONAL  
SERVICES  
FEBRUARY 28, 2019**

**BE IT RESOLVED** by the Board of Directors of VBR that Paul J. Arrigo, VBR President/CEO, is hereby authorized and directed to negotiate, execute, and deliver to the Baton Rouge Area Chamber ("BRAC") a cooperative endeavor agreement (the "CEA") between VBR and BRAC providing for the payment to BRAC of the sum of Thirty Thousand and No/100 Dollars (\$30,000.00) over twelve (12) months to support a contract between BRAC and Development Counsellors International, a public relations firm specializing in economic development media and issues.

**BE IT FURTHER RESOLVED** that, in return for support to BRAC for the DCI contract discussed in the prior resolution, VBR shall receive certain benefits to be determined by the Chairman in his sole discretion. Such CEA shall be for a term of not more than twelve (12) months and may contain such other terms and conditions as the President/CEO determines to be in the best interest of VBR.

**BE IT FURTHER RESOLVED** that, Mr. Arrigo is further directed and empowered in the name of and on behalf of VBR to take all required actions, including without limitation to approve, execute, and deliver any instrument, document, or agreement, that Mr. Arrigo, in his sole discretion, deems necessary or convenient to the accomplishment of the previous resolutions.

Motion carried.

Paul Arrigo presented the President's Report.

There being no further business, the meeting adjourned.