

# VISIT BATON ROUGE

## BOARD MINUTES

### February 2024

A scheduled Board of Director's meeting of Visit Baton Rouge was held on Wednesday, February 28, 2024 at the Visit Baton Rouge Office located at 359 Third Street.

Present were:

Mary Stein  
Claude Reynaud  
Gary Jupiter  
Kim Ginn  
Scott Michelet  
Gary Patureau  
Robyn Merrick  
Stephen Hightower  
Rowdy Gaudet  
Marty Engquist

Present but not participating in formal actions:

Jill Kidder, Staff  
Lauralyn Maranto, Staff  
Sid Jackson, Retired Controller  
Geraldine Bordelon, Staff  
Stacy Simon, Staff  
Laura Cating, Staff  
Jason Suitt, Staff

Mary Stein called the meeting to order and opened the meeting for public comment.

New staff members Sarah Noles, Destination Experience Manager and Alison Piatkiewicz, Destination Sales Manager were introduced.

Ms. Stein stated that an item needed to be added to the agenda and asked for 2/3 vote to add an item to the agenda. A motion was made by Scott Michelet, seconded by Gary Jupiter to add an item regarding Raising Canes River Center, LSU Arena Project, and Memorial Stadium.

Motion carried.

On a motion by Scott Michelet, seconded by Claude Reynaud to approve the January 25, 2024 minutes as presented.

Motion carried.

Sid Jackson presented the Treasurer's Report and reviewed January's financial statements.

Jill Kidder reported that the President's Report was emailed to the board prior to the board meeting.

Discussion was held relative to the Raising Canes River Center, LSU Arena Project and Memorial Stadium, a motion was made by Scott Michelet, seconded by Gary Jupiter that a Resolution be drafted stating that the Visit Baton Rouge Board of Directors expresses their support for three proposed development projects that each would assist Visit Baton Rouge in accomplishing its marketing and economic development mission. These projects include the redevelopment of the Raising Canes River Center, the proposed development of the new LSU Arena, and the Memorial Stadium projects.

Motion carried.

Claude Reynaud presented an overview regarding a proposed City Parish ordinance relating to the Tiger Athletic Foundation regarding an LSU arena for events and concerts recognizing the need for additional meeting space at the Raising Canes River Center. Discussion was held relevant to the item. A motion was made by Claude Reynaud, seconded by Kim Ginn to adopt the following Resolution:

**RESOLUTION OF THE BOARD OF DIRECTORS OF VISIT BATON ROUGE  
EXPRESSING SUPPORT FOR AN ORDINANCE BEFORE THE EAST BATON  
ROUGE METROPOLITAN COUNCIL**

**February 28, 2024**

**WHEREAS**, the Board of Directors of Visit Baton Rouge hereby finds that --

- (i) A new first-class arena at LSU available for use for events apart from LSU such as concerts would be of great benefit to the people of East Baton Rouge and to VBR's governmental mission of promoting tourism to East Baton Rouge; and
- (ii) There is a critical need for improved meeting and convention capacity at the Raising Cane's River Center and related structures.

**THEREFORE, BE IT RESOLVED** that the Board of Directors of Visit Baton Rouge hereby expresses its full and unqualified support for a proposed East Baton Rouge Metropolitan Council ordinance in favor of the Tiger Athletic Foundation to solicit proposals to design and build a new first-class arena at LSU available for use for events apart from LSU (such as concerts); and correspondingly recognizing the critical need for improved meeting and convention capacity at the Raising Cane's River Center and related structures.

For:

Mary Stine  
Claude Reynaud  
Kim Ginn  
Gary Patureau  
Steven Hightower  
Marti Engquist  
Rowdy Gaudet

Abstained:

Gary Jupiter  
Scott Michelet  
Robyn Merrick

Motion carried.

There being no further business, the meeting adjourned.