

VISIT BATON ROUGE
BOARD MINUTES
June 2021

A scheduled Board of Director's meeting of Visit Baton Rouge was held on Monday, June 28, 2021 at Visit Baton Rouge located at 359 Third Street.

Present were:

Scott Michelet
Claude Reynaud
Adrienne Moore
Kim Ginn
Norman Chenevert
Mary Stein
Gary Patureau
Mickey Freiberg

Absent:

Ben Blackwell
Rowdy Gaudet

Present but not participating in formal actions:

Paul Arrigo, Staff
Lauralyn Maranto, Staff
Jessica Coffing, Staff
Geraldine Bordelon, Staff
Karron Alford, Staff
Stacy Simon, Staff
Gina Stephens, Staff
Chuck Elkins, Attorney

Scott Michelet called the meeting to order and opened the meeting for public comment.

Mr. Arrigo introduced Gina Stephens, as Visit Baton Rouge's new Content Marketing Specialist.

A motion was made by Mary Stein, seconded by Kim Ginn to approve the May 27, 2021, minutes as presented.

Motion carried.

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

Paul Arrigo presented an overview regarding the status of the 2021 Budget. After a brief discussion, a motion was made by Mary Stein, seconded by Claude Reynaud to amend the 2021 Budget as presented. (attached)

Motion carried.

Mr. Arrigo gave a brief overview regarding the status of Destination Next and the Strategic Plan process. A motion was made by Mary Stein, seconded by Kim Ginn to adopt the following Resolution:

**RESOLUTIONS OF THE BOARD OF DIRECTORS OF
VISIT BATON ROUGE ("VBR")
CONCERNING CONTRACTUAL AGREEMENT WITH YOUNG STRATEGIES, INC. TO FACILITATE A
STRATEGIC PLAN AND DESTINATION NEXT**

JUNE 28, 2021

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 Young Strategies, Inc. ("Young") a contractual agreement (the "Agreement") by and between VBR and Young providing for the provision of strategic planning and other services to VBR by Young for a cost of \$25,600 plus out of pocket expenses, and on such other terms and conditions as are in the best interest of VBR in Mr. Arrigo's sole discretion.

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 any change in or modification to the Agreement, that, Mr. Arrigo, in his sole discretion, deems necessary or convenient to the accomplishment of the previous resolution and/or the purposes of the Agreement, provided, however, any change to the Agreement approved by Mr. Arrigo shall not have a significant negative effect on either the rights and benefits granted to VBR or the costs and expenses to VBR provided for in such Agreement.

Motion carried.

Katie Pryor, Executive Director of the Baton Rouge Film Commission presented an overview of the Film industry.

Mr. Arrigo presented the President's Report.

There being no further business, the meeting adjourned.