

MEMORANDUM

To: Board of Directors

From: Lauralyn Maranto, Senior Executive Vice President of Administration

Re: Board Meeting - Visit Baton Rouge

Date: March 21, 2024

Please be advised that the March Board of Directors meeting will be held as follows:

Date: Thursday, March 28, 2024
Time: 12:00 Noon (lunch included)
Location: Visit Baton Rouge, 359 Third Street

Enclosed you will find the following:

- Notice & Agenda for March 28, 2024 Board Meeting
- Minutes of the February 28, 2024 Board Meeting

Please RSVP your attendance to me at 382-3580 or via email at lauralyn@visitbatonrouge.com in order to ensure that a quorum is present.

Thank you.

c: Chuck Elkins
Tim Boone

VISIT BATON ROUGE

Board Meeting Notice & Agenda

March 28, 2024
12:00 Noon

Visit Baton Rouge
359 Third Street

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| I. | Call to Order | Mary Stein |
| II. | Opportunity for Public Comment | Mary Stein |
| III. | Approval of February 28, 2024 Minutes | Mary Stein |
| IV. | Treasurer's Report | |
| | A. Presentation of February's Financial Statements | Sid Jackson |
| V. | President's Report | Jill Kidder |
| VI. | New Business | |
| | A. Assessment of Visit Baton Rouge and Baton Rouge | Butch Spyridon |
| | B. Update on Brand Development Research | Laura Cating |
| VII. | Old Business | |
| VIII. | Adjourn | |