

VISIT BATON ROUGE

BOARD MINUTES

March 2024

A scheduled Board of Director's meeting of Visit Baton Rouge was held on Thursday, March 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
Robyn Merrick
Stephen Hightower
Rowdy Gaudet
Marty Engquist

Absent:

Gary Patureau

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
Charles Elkins, Legal Counsel
Butch Spyridon, Retired President & CEO of Nashville CVB

Mary Stein called the meeting to order and opened the meeting for public comment and asked for introductions. Jill Kidder welcomed Butch Spyridon.

Ms. Stein stated that two items item needed to be added to the agenda and asked for 2/3 vote to add the items to the agenda. A motion was made by Scott Michelet, seconded by Claude Reynaud to add an item regarding an amendment to the Luckie & Company contract and one for the use of Louisiana Tourism Recovery Funds.

Motion carried.

On a motion by Robyn Merrick, seconded by Claude Reynaud to approve the February 28, 2024 minutes as presented.

Motion carried.

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

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

Chuck Elkins presented the Resolution regarding the use of Louisiana Tourism Recovery Funds for talent attraction and outreach services with the Lou Hammond Group. A motion was made by Scott Michelet, seconded by Mary Stein to adopt the following Resolution as presented.

**RESOLUTIONS OF THE BOARD OF DIRECTORS OF VISIT BATON ROUGE
CONCERNING APPROVAL OF THE USE OF LOUISIANA
TOURISM RECOVERY FUNDS**

March 28, 2024

WHEREAS, effective March 1, 2024, VBR entered into an agreement for certain professional talent attraction and outreach services with the Lou Hammond Group, with such agreement having a term of twelve (12) months at a cost to VBR of Sixty Thousand and No/100 Dollars (\$60,000.00) (the "LHG Talent Outreach Agreement").

WHEREAS, the VBR funds necessary for the Agreement (the "VBR Funding") are included in VBR's fiscal year 2024 budget.

WHEREAS, the Agreement was entered into by the VBR President & CEO acting under her delegated authority to enter into contracts on behalf of VBR.

WHEREAS, VBR professional staff has determined that it would be reasonable and appropriate for the VBR Funding for the Agreement to be allocated from the funds received by VBR pursuant to that certain CEA by and between VBR and the State of Louisiana, Division of Administration dated 12/6/2021, as amended 4/8/2022, pertaining to the Louisiana Tourism Recovery Fund (the "LaTRF Funds").

WHEREAS, in compliance with VBR policy concerning use of the LaTRF Funds, the following resolution is offered:

RESOLVED, that the Board does hereby approve, ratify, and/or affirm that the VBR Funding necessary for the LHG Talent Outreach Agreement, to the extent permitted under the statutes and rules governing the Louisiana Tourism Recovery Fund, be allocated from VBR's LaTRF Funds.

Motion carried.

Chuck Elkins presented an overview regarding an amendment to the contract with Luckie & Company, LLC. A motion was made by Kim Ginn, seconded by Stephen Hightower to adopt the Resolution as presented.

**RESOLUTIONS OF THE BOARD OF DIRECTORS OF VISIT BATON ROUGE (“VBR”)
CONCERNING APPROVAL OF AMENDMENT TO CONTRACT WITH LUCKIE &
COMPANY, LLC (“Luckie”)**

March 28, 2024

WHEREAS VBR and Luckie wish to amend that certain existing Professional Services Agreement by and between them dated effective December 15, 2023, relating to advertising services;

WHEREAS VBR and Luckie to affect such amendment of the Agreement wish to enter into a second and additional Statement of Work for certain third-party market and visitor research services; and

WHEREAS VBR staff represents that the proposed amendment will be in the best interest of VBR.

THEREFORE, BE IT RESOLVED by the Board of Directors (the "Board") of VBR that the President & CEO, and the Chair of the Board, acting jointly, are hereby directed and authorized on behalf of VBR to negotiate, execute, deliver, and cause to be performed an amendment for third-party research services (the “Amendment”) to that certain agreement for professional branding advisory services and strategies with Luckie (the “Luckie Agreement”), containing such terms and conditions, which in the joint discretion of the President & CEO and the Chair, are reasonable, appropriate, and in the best interests of VBR, provided that such Amendment shall not increase the total costs to VBR of the amended Agreement by more than One Hundred Eighty-three Thousand Five Hundred Fifty and No/100 Dollars (\$183,550.00).

BE IT FURTHER RESOLVED that the President & CEO and the Chair are further directed and empowered in the name of and on behalf of VBR to take all actions, including without limitation to execute and deliver any amendment, document, certificate, modification, or change in the Amendment that is consistent with the previous resolution and that they, in their joint discretion, deem necessary or convenient to the accomplishment of the previous resolution or to the accomplishment of VBR’s aims and purposes relative to the Agreement.

BE IT FURTHER RESOLVED that the Board authorizes and directs that the VBR funding necessary pursuant to the above referenced Amendment to the Luckie Agreement, to the extent permitted under the statutes and rules governing the Louisiana Tourism Recovery Fund, be allocated from the funds received by VBR pursuant to that certain CEA by and between VBR and the State of Louisiana, Division of Administration dated 12/6/2021, as amended 4/8/2022, pertaining to the Louisiana Tourism Recovery Fund.

Motion carried.

Butch Spyridon, retired President & CEO of the Nashville Convention & Visitors Bureau, began consulting with Visit Baton Rouge in the fall of 2023. Mr. Spyridon stated that he has met with numerous community leaders, stakeholders, hoteliers, and the Mayor. He has toured numerous hotels, River Center, Airport, BREC parks, LSU, and Southern. He presented an overview of his assessment of the city and Visit Baton Rouge and discussed his successes of the Nashville Convention and Visitors Bureau during his tenure. Mr. Spyridon will be a guest speaker at the Tourism Luncheon on May 22, 2024.

There being no further business, the meeting adjourned.