

VISIT BATON ROUGE

BOARD MINUTES

May 2022

A scheduled Board of Director's meeting of Visit Baton Rouge was held on Thursday, May 26, 2022 at Visit Baton Rouge, located at 359 Third Street.

Present were:

Scott Michelet
Mary Stein
Gary Jupiter
Norman Chenevert
Kim Ginn
Robyn Merrick

Absent:

Claude Reynaud
Gary Patureau
Mickey Freiberg
Rowdy Gaudet

Present but not participating in formal actions:

Paul Arrigo, Staff
Lauralyn Maranto, Staff
Geraldine Bordelon, Staff
Danielle Bonfiglio, Staff
Stacy Simon, Staff
Taylor Bennett, Mesh

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

Paul Arrigo introduced Robyn Merrick with Southern University. Dr. Merrick replaces Adrienne Moore as the Arts Council's representative. Mr. Arrigo also acknowledged Taylor Bennett with Mesh.

Scott Michelet asked for 2/3 votes to add an item to the agenda regarding a Search Committee update. A motion was made by Kim Ginn, seconded by Gary Jupiter to add this item to the agenda.

Motion carried.

A motion was made by Scott Michelet, seconded by Gary Jupiter to approve the May 2, 2022 minutes as presented.

Motion carried.

Danielle Bonfiglio presented the Treasurer's Report and reviewed April's financial statements.

Ms. Bonfiglio presented an overview regarding the status of the 2022 Budget. After a brief discussion, a motion was made by Scott Michelet, seconded by Kim Ginn to amend the 2022 Budget as presented. (attached)

Paul Arrigo and Taylor Bennett presented an overview regarding an amendment to the advertising and marketing services agreement between Visit Baton Rouge and Mesh. A motion was made by Robyn Merrick, seconded by Kim Ginn to approve the following Resolution:

**RESOLUTIONS OF THE BOARD OF DIRECTORS
OF VISIT BATON ROUGE ("VBR")
CONCERNING APPROVAL OF ADDENDUM TO CONTRACT WITH
MESH, L.L.C. ("Mesh")
MAY 26, 2022**

WHEREAS, VBR and Mesh wish to modify that certain existing Agency Agreement by and between them, dated effective January 1, 2022, as amended from time-to-time, and relating to advertising services (the "Agreement") to increase the 2022 budget by \$500,000 as more particularly set forth in the letter agreement addendum attached hereto as Exhibit A (the "Addendum"); and

WHEREAS, VBR staff represents to the Board of Directors of VBR (the "Board") that it is their opinion that the execution and delivery of the Addendum is in VBR's best interests.

THEREFORE, BE IT RESOLVED by the Board that Paul J. Arrigo, CEO of VBR, is hereby directed and authorized to negotiate, execute, and deliver the Addendum.

BE IT FURTHER RESOLVED that, Mr. Arrigo is further directed and empowered in the name of and on behalf of VBR to take all actions, including without limitation to approve any amendment, modification, or change in the Addendum that Mr. Arrigo, in his sole discretion, deems necessary or convenient to the accomplishment of the previous resolution set forth above or to the accomplishment of VBR's aims and purposes relative to the Addendum, provided, however, any amendment or change to the Addendum approved by Mr. Arrigo shall be made only if such change is, in Mr. Arrigo's sole discretion, in the best interests of VBR.

Motion carried.

Scott Michelet presented a Search Committee update stating that a meeting was held on Thursday, May 19, 2022. Zoom interviews were conducted with Berkeley Young and Darren Rudloff and final candidates. It was determined that Jill Kidder, Milton Segarra, and Jay Tusa would be invited to Baton Rouge for in person interviews in mid June.

There being no further business, the meeting adjourned.