

VISIT BATON ROUGE

BOARD MINUTES

November 6, 2025

An emergency Board of Director's Meeting of Visit Baton Rouge was held on Thursday, November 6, 2025, at the Visit Baton Rouge Office located at 359 Third Street.

Present Board Members:

Gary Jupiter
Mary Stein
Robyn Merrick
Rowdy Gaudet
Gary Patureau
Jeremy Fontenot
Claude Reynaud
Janice DeLerno
Marty Engquist

Absent Board Members:

Stephen Hightower

Attendees Present but not participating in formal actions:

Jill Kidder, Staff
Lisa Clary, Staff
Danielle Prejean, Staff
Geraldine Bordelon, Staff
Stacy Simon, Staff
Laura Cating, Staff
Emily Mastrantonio, Staff
Fallon Tullier, Staff
Lori Melancon, President & CEO, GBR Economic Partnership
Andrew Fitzgerald, Sr. VP of Strategy & Research, GBR Economic Partnership
Brace B. "Trey" Godfrey, III, Sr. VP of Policy, GBR Economic Partnership
Chuck Elkins, Legal Counsel

Attendees Present via Teams but not participating in formal actions:

Chris Meyer, President and CEO of BRAF

Gary Jupiter called the meeting to order and opened the meeting for public comment.

Discussion was held in connection with results of the economic impact research and study conducted by VBR for two large concert events proposed for Spring, 2026 and advice to Metro Council concerning same. A motion was made by Gary Patureau, seconded by Claude Reynaud to adopt the following Resolution:

**RESOLUTIONS OF THE BOARD OF DIRECTORS
OF
VISIT BATON ROUGE (“VBR”)**

**CONCERNING RECOMMENDATIONS OF THE VBR BOARD OF DIRECTORS (THE “VBR BOARD”)
TO THE EAST BATON ROUGE METRO COUNCIL (THE “METRO COUNCIL”) REGARDING THE
REBATE OF CERTAIN SALES AND USE TAXES**

NOVEMBER 6, 2025

WHEREAS, pursuant to La. R.S. § 33:2740.70.5 (the “Relevant Statute”), the Metro Council may rebate revenue from city or parish sales and use taxes the Metro Council levies that were collected on (i) the sale of admission tickets to, and (ii) concessions and parking at events that meet one of the following criteria:

(1) The event was held in a publicly owned facility that has a seating capacity of at least seven thousand five hundred.

(2) The event was held for two or more days, and average daily attendance was at least seven thousand five hundred.

Such revenue to be rebated referred to hereinafter as the “Relevant Sales and Use Tax Revenue.”

WHEREAS, The Relevant Statute further provides that the Metro Council shall not rebate sales and use taxes unless (i) the VBR Board recommends the rebate and (ii) the city-parish governing authority approves the rebate prior to the commencement of ticket sales for the event.

WHEREAS, The VBR Board has been asked for its advice and recommendations concerning the rebate by the Metro Council of Relevant Sales and Use Tax Revenue to be collected by the Metro Council in connection with two (2) events proposed for East Baton Rouge Parish: (i) a concert to be held in Baton Rouge at Tiger Stadium in March, 2026 (“Event One”); and (ii) a concert to be held in Baton Rouge at Tiger Stadium in May, 2026 (“Event Two”).

WHEREAS, after careful review and analysis of the economic impact on the Parish of East Baton Rouge and upon the governmental mission of VBR, the professional staff of VBR has determined that both Event One and Event Two will have a positive economic impact on East Baton Rouge Parish and a positive impact on the governmental mission of VBR.

WHEREAS, as a result of the above findings by the professional staff of VBR, the VBR professional staff recommends the following resolutions:

NOW THEREFORE, BE IT RESOLVED that the Board, relying on the analysis and findings of the professional staff of VBR, hereby authorizes, empowers, and directs Jill C. Kidder, President & CEO, acting on behalf of and in the name of VBR and the Board, to convey to the Metro Council, in the methods or manner she determines most appropriate, the Board's unqualified positive recommendation that the Metro Council rebate the Metro Council's revenues from city or parish sales and use taxes that the Metro Council levies and that are collected on the sale of (i) admission tickets to and (ii) concessions and parking at, Events One and Two.

BE IT FURTHER RESOLVED that Jill C. Kidder, President & CEO of VBR, acting in her sole discretion, is further directed and empowered in the name of and on behalf of VBR and the Board to take any action, including without limitation to prepare or approve and deliver any statement, study, analysis, document, certificate, instrument, relating to the Board recommendation described in the prior resolution, that she deems necessary or convenient to the accomplishment of the previous resolution set forth above.

Motion carried.

Discussion was held in connection with the proposed opportunity to participate in the Baton Rouge Music Fund and related Cooperative Endeavor Agreement. A motion was made by Claude Reynaud, seconded by Gary Patureau to adopt the following Resolution:

**RESOLUTIONS OF THE BOARD OF DIRECTORS
OF
VISIT BATON ROUGE
CONCERNING AUTHORITY TO NEGOTIATE, EXECUTE, AND DELIVER A CEA WITH
THE BATON ROUGE AREA FOUNDATION OR ITS DESIGNATED ENTITY
RELATING TO THE CREATION OF THE BATON ROUGE MUSIC FUND**

WHEREAS, the Board of Directors (the "Board") of Visit Baton Rouge ("VBR") is charged with assisting in the economic development of East Baton Rouge Parish through the promotion of travel and tourism in such Parish.

WHEREAS, in furtherance of its governmental mission and in compliance with its strategic plan, VBR desires to enter into a cooperative endeavor agreement (a "CEA") with the Baton Rouge Area Foundation or its designated affiliate ("BRAF") to create and partially fund the Baton Rouge Music Fund (the "Music Fund").

WHEREAS, the Board finds that the activities of the Music Fund will result in an increased number of visitors to Baton Rouge and East Baton Rouge Parish (the "City/Parish") by attracting music concerts and other events to the City/Parish that otherwise would not occur, resulting in increased economic benefit from the tourism industry in the City/Parish.

WHEREAS, The Board further finds that by participating in the Music Fund, VBR can combine its resources and efforts with others to achieve greater economic development benefits for the City/Parish than if each Music Fund participant acted on its own.

WHEREAS, to authorize the President & CEO and the Chairman of the Board to negotiate, execute and deliver the CEA described above and to attend to any other matters necessary and convenient to same, the following resolutions are offered:

NOW THEREFORE, BE IT RESOLVED that the Board hereby authorizes and directs Jill C. Kidder, President & CEO, and Gary L. Jupiter, Jr., Chairman of the Board, acting in their joint discretion, to negotiate, execute, deliver and cause to be performed a CEA by and between VBR and BRAF pertaining to the creation, funding, and operation of the Music Fund and containing such terms and conditions as the Chairman of the Board and the President & CEO, in their joint discretion, believe to be in VBR's best interest.

BE IT FURTHER RESOLVED that in no case shall the CEA authorized by the above resolution provide for the expenditure of funds by VBR with respect to the CEA, the Fund, and/or any related items, exceed the sums of (i) Fifty Thousand and No/100 Dollars (\$50,000.00) in 2025, (ii) Three Hundred Fifty Thousand and No/100 Dollars (\$350,000.00) in 2026, and (iii) One Hundred Fifty Thousand and No/100 Dollars (\$150,000) in 2027, 2028, and 2029.

BE IT FURTHER RESOLVED that from time to time during the term of the CEA described in the above two (2) resolutions should the President & CEO, acting in her sole discretion, find it necessary or convenient for VBR to fund its obligations under such CEA from moneys held by VBR in its Special Project Fund at the Louisiana Asset Management Pool, the Board authorizes the President & CEO to transfer the required amounts from the Special Project Fund to VBR's operating bank accounts. Should any fund transfers pursuant to this resolution be made, the President & CEO shall notify the Board of any such transfer at the next meeting of the Board.

BE IT FURTHER RESOLVED that the President & CEO and Chairman of the Board, acting jointly, are further directed and empowered in the name of and on behalf of VBR to take all actions necessary or convenient to the accomplishment of the above three (3) resolutions at any time before or after the execution and delivery of the CEA, including without limitation to (i) execute and deliver any agreement, document, instrument or certificate on behalf of VBR, and/or (ii) to approve any subsequent change, amendment, or modification to the CEA referred to in the prior resolutions, that, they, in their joint discretion, deem necessary or convenient to the accomplishment of the previous resolution set forth above.

Motion carried.

There being no further business, the meeting was adjourned.