

# VISIT BATON ROUGE

## BOARD MINUTES

October 2024

A scheduled Board of Director's meeting of Visit Baton Rouge was held on Thursday, October 24, 2024 at the Visit Baton Rouge Office located at 359 Third Street.

Present were:

Mary Stein  
Gary Jupiter  
Rowdy Gaudet  
Scott Michelet  
Gary Patureau  
Stephen Hightower  
Marty Engquist

Absent:

Robyn Merrick  
Kim Ginn  
Claude Reynaud

Present but not participating in formal actions:

Jill Kidder, Staff  
Lauralyn Maranto, Staff  
Danielle Prejean, Staff  
Geraldine Bordelon, Staff  
Stacy Simon, Staff  
Laura Cating, Staff  
Jason Suitt, Staff  
Emily Mastrantonio, Staff  
Chuck Elkins, Legal Counsel  
Julie Baxter, Mayor's Office  
Robin Hunden, Hunden Partners, via Zoom  
Shawn Gustafson, Hunden Partners, via Zoom

Mary Stein called the meeting to order and opened the meeting for public comment. Ms. Stein noted that an agenda item needed to be added to the agenda. On a motion by Gary Patureau, seconded by Gary Jupiter to add an item to the agenda regarding the appointment of a Nominating Committee.

Motion carried.

A motion was made by Gary Patureau, seconded by Stephen Hightower to approve the minutes of the September 26, 2024, board meeting.

Motion carried.

Representatives from Hunden Partners presented a detailed overview in regard to the final report on a Music City Initiative.

Danielle Prejean reviewed the September financial statements.

Scott Michelet presented an update in regard to the Infrastructure Committee.

Chuck Elkins presented a Resolution regarding ARPA funds. A motion was made by Scott Michelet, seconded by Gary Jupiter to adopt the following Resolution:

**RESOLUTION OF THE BOARD OF DIRECTORS OF  
VISIT BATON ROUGE CONCERNING APPROVAL OR RATIFICATION OF  
THE USE OF LOUISIANA TOURISM RECOVERY FUNDS  
OCTOBER 24, 2024**

**WHEREAS**, on September 26, 2024 the Board of Directors of Visit Baton Rouge (the “Board”) authorized and directed VBR, acting through its authorized representatives, to enter into a cooperative endeavor agreement with the Baton Rouge Area Foundation regarding the creation of Plan Baton Rouge III, an update to existing downtown and riverfront master plan(s), at a cost to VBR of \$100,000 (the “Plan BR III CEA”).

**WHEREAS**, on September 18, 2024 the Visit Baton Rouge, acting through its authorized representatives, entered into a third Statement of Work amendment to that certain Professional Services Agreement by and between VBR and Luckie & Company, LLC dated December 23, 2023, with such amendment relating to work on VBR’s Go-To-Market Plan at a cost to VBR of \$11,250 (the “Go-To-Market Amendment”).

**WHEREAS**, VBR professional staff has determined that it would be reasonable and appropriate for the funding necessary for (I) the Plan BR III CEA and (ii) the Go-To-Market Amendment 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 La TRF Funds, the following resolution is offered:

**RESOLVED**, that the Board does hereby approve, ratify, and affirm that the VBR funding necessary pursuant to (in) the Plan BR III CEA and (ii) the Go-To-Market Amendment, to the extent permitted under the statutes and rules governing the Louisiana Tourism Recovery Fund, be allocated from VBR's LaTRF Funds.

Motion carried.

Mary Stein appointed the following to the Nominating Committee. This Committee will be responsible for recommending a Slate of Officers for 2025 to the board at the December board meeting.

Claude Reynaud, Chairman  
Scott Michelet  
Marty Engquist

There being no further business, the meeting was adjourned.