

VISIT BATON ROUGE
BOARD MINUTES
October 2022

A scheduled Board of Director's meeting of Visit Baton Rouge was held on Thursday, October 27, 2022, at Visit Baton Rouge, located at 359 Third Street.

Present were:

Claude Reynaud
Scott Michelet
Mary Stein
Gary Jupiter
Robyn Merrick
Gary Patureau
Mickey Freiberg
Norman Chenevert
Rowdy Gaudet

Absent:

Kim Ginn

Present but not participating in formal actions:

Jill Kidder, Staff
Lauralyn Maranto, Staff
Danielle Bonfiglio, Staff
Stacy Simon, Staff
Amanda Bourgeois, Legal Counsel
Fred Raiford, City Parish
Berkeley Young, Young Strategies
Madelyn Matlock, Young Strategies
Taylor Bennett, Mesh

Claude Reynaud called the meeting to order and opened the meeting for public comment.

A motion was made by Mary Stein, seconded by Mickey Freiberg to adopt the September 22, 2022 minutes as presented.

Motion carried.

Fred Raiford gave a brief overview regarding proposed traffic mitigation with signal systems that will be used on major corridors during the future construction of the interstate.

Berkeley Young, with Young Strategies presented an overview relating to the strategic initiative meetings noted in the Strategic Plan. The following initiatives were highlighted:

- Expand and enhance the visitor experience
- Improve visitor mobility into and within Baton Rouge
- Advocate and provide leadership on travel industry issues that hold Baton Rouge back as a destination

Gary Jupiter presented the Treasurer’s Report and reviewed September’s Financial Statements.

Danielle Bonfiglio reviewed proposed budget amendments. On a motion by Gary Patureau, seconded by Gary Jupiter to amend the 2022 budget as follows:

	2022 BUDGET	OCTOBER AMENDED BUDGET REVISION III	AUGUST AMENDED BUDGET REVISION II	AMENDED BUDGET REVISION I	% CHANGE	DIFFERENCE FROM ORIGINAL BUDGET
REVENUES						
Room Tax - 4%	5,670,506	6,732,964	6,458,381	6,098,874	19%	1,062,458
Other Public Funds / RESERVES						
Interest/Other	35,000	58,000	58,000	35,000	66%	23,000
Total Revenues	5,705,506	6,790,964	6,516,381	6,133,874	19%	1,085,458
EXPENSES						
Personnel Cost						
Wages/Contract Labor	1,318,956	1,307,429	1,307,429	1,307,429	-1%	(11,527)
Payroll Taxes	100,900	100,476	100,476	100,476	0%	(424)
Performance Based Pay	-	-	-	5,983	0%	
Emp. Gr. Health & LTD	302,906	302,906	302,906	252,577	0%	-
Employee Retirement Plan	120,563	123,241	123,241	123,241	2%	2,677
Total Personnel	1,843,326	1,834,052	1,834,052	1,789,706	-1%	(9,274)
Administration						
Administrative	647,595	700,648	774,148	690,695	8%	53,053
Direct Promotional	125,500	69,900	133,500	125,500	-80%	(55,600)
Total Administration	773,095	770,548	907,648	816,195	0%	(2,547)
Projects Department	698,825	554,944	554,944	728,528	-26%	(143,881)
Destination Sales & Service	467,449	401,065	407,065	447,884	-17%	(66,384)
Destination Experience	126,350	85,485	96,285	126,550	-48%	(40,865)
Marketing Department	2,647,800	3,128,055	3,081,960	3,274,200	15%	480,255
Total Operating Expenses	6,556,845	6,774,149	6,881,954	7,183,063	3%	217,304
NET CHANGE BEFORE CAPITAL EXPENDITURE:	(851,339)	16,815	(365,573)	(1,049,189)	102%	868,154
Fixed Asset Purchases	(20,600)	(420,600)	(20,600)	(20,600)	-1942%	(400,000)
USBC Bowling Sponsorship	10,000	10,000	10,000	10,000	0%	-
Interest Contributions to LAMP accounts	(3,000)	(31,200)	(31,200)	(3,000)	90%	34,200
NET SURPLUS/(DEFICIT) AFTER CAPITAL EXPENDITURES & LAMP SPECIAL PROJECT FUND	(864,939)	(424,985)	(407,373)	(1,062,789)	51%	1,233,954

Motion carried.

Claude Reynaud appointed the following to the Nominating Committee:

Gary Jupiter
Rowdy Gaudet
Kim Ginn

Amanda Bourgeois reported that a parcel of property in the downtown area was available that may be beneficial to Visit Baton Rouge. After a brief discussion, a motion was made by Scott Michelet, seconded by Gary Jupiter to adopt the following Resolution:

RESOLUTIONS OF THE BOARD OF DIRECTORS OF
VISIT BATON ROUGE CONCERNING
THE PURCHASE OF IMMOVABLE PROPERTY

OCTOBER 27, 2022

At a duly called meeting of the Board of Directors (the "Board") of Visit Baton Rouge ("VBR"), at which the number of directors required for action by the Board was present, the following resolutions were duly presented, voted on, and adopted:

BE IT HEREBY RESOLVED by the Board of VBR, that it is advisable and in the best interest of VBR to purchase certain immovable property located in downtown Baton Rouge, Louisiana as more particularly described as follows: West 64 feet of Lot 11, Square 3 or 81, Devall Town, East Baton Rouge Parish, Louisiana, measuring 64 feet front on Laurel Street by 64 feet in depth (the "Property") for a purchase price of up to \$400,000.

BE IT FURTHER RESOLVED by the Board of VBR, that Jill C. Kidder, VBR President and CEO, and Claude Reynaud, Chairman of the Board (collectively, the "Authorized Representatives"), are hereby authorized, directed, and empowered in the name of and on behalf of VBR to negotiate, execute, acknowledge, deliver, and/or file a purchase agreement, acts of cash sale, certificates, deeds, transfers, conveyances and/or any and all documents as may be necessary or appropriate to effect or carry out the transactions contemplated hereby, including the purchase, transfer, conveyance and recording of the purchase of the Property on such terms and conditions as may be determined in such Authorized Representatives' discretion to be appropriate, necessary or advisable.

BE IT FURTHER RESOLVED by the Board of VBR, that the Authorized Representatives are hereby authorized, empowered, and directed to do or cause to be done all such acts or things and to

make, execute, and deliver, or cause to be made, executed, delivered, and performed, all such documents, instruments, and certificates, as the Authorized Representatives may deem necessary, proper, advisable, or convenient, to effectuate or carry out the purpose and intent of the foregoing resolutions.

BE IT FURTHER RESOLVED by the Board of VBR, that if any such documents have been entered into, executed, filed and delivered, or such further acts have been done prior to the date these resolutions were adopted as a consequence of or in connection with the transactions described and contemplated by the foregoing resolutions or as otherwise deemed necessary by any of the Authorized Representatives in accordance with the foregoing resolutions, the execution and delivery of such documents and the taking of such further acts is hereby ratified, approved, confirmed and adopted in all respects.

Motion carried.

Jill Kidder reported a sports facility assessment was needed for the Baton Rouge area in order to be more competitive. After a brief discussion, a motion was made by Mary Stein, seconded by Robyn Merrick to adopt the following Resolution:

RESOLUTION OF THE BOARD OF DIRECTORS OF VISIT BATON ROUGE
CONCERNING A CONTRACTUAL AGREEMENT
WITH HUDDLE-UP GROUP, INC.
TO FACILITATE A STRATEGIC PLAN FOR BATON ROUGE SPORTS TOURISM

October 27, 2022

BE IT RESOLVED, by the Board of Directors (the "Board") of VBR that it is advisable and in the best interest of VBR to enter into an agreement with Huddle-Up Group, Inc. to provide for a strategic plan for sports tourism events, marketing, and recruitment, which shall include, but not be limited to, the performance of a sports facilities assessment for the East Baton Rouge Parish area (the "Agreement").

BE IT FURTHER RESOLVED by the Board that Jill C. Kidder, VBR President/CEO ("Kidder"), is hereby authorized, directed, and empowered in the name of and on behalf of VBR to negotiate, execute, and deliver to Jon Schmieder, President/CEO of Huddle-Up Group, Inc., the Agreement. The strategic plan to be produced pursuant to the Agreement should be based on a three-to-five-year execution time frame beginning during the calendar year of 2023, and the amount to be paid by VBR pursuant to the Agreement shall not exceed \$29,500.

BE IT FURTHER RESOLVED by the Board that Kidder is hereby authorized, directed, and empowered in the name of and on behalf of VBR to take all required actions, including without limitation to approve any changes in or modifications to the Agreement that Kidder, in her sole

discretion, deems necessary or convenient to the accomplishment of the previous resolutions and/or the purposes of the Agreement, provided, that any such changes in or modifications to the Agreement approved by Kidder shall not have a significant negative effect on either the rights and benefits granted to VBR or the costs and expenses to VBR provided for in such Agreement.

Motion carried.

Taylor Bennett of MESH presented current campaign metrics and the ongoing marketing efforts.

Jill Kidder presented the President's Report reviewing current and future initiatives for Visit Baton Rouge.

There being no further business, the meeting adjourned.