

**VISIT BATON ROUGE**  
**BOARD MINUTES**  
**September 2022**

A scheduled Board of Director's meeting of Visit Baton Rouge was held on Thursday, September 22, 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  
Kim Ginn

Present but not participating in formal actions:

Jill Kidder, Staff  
Paul Arrigo, Staff  
Lauralyn Maranto, Staff  
Danielle Bonfiglio, Staff  
Stacy Simon, Staff  
Scott Landry, Legal Counsel  
Adam Knapp, BRAC  
Morgan Almeida, BRAC  
Melissa Carter, BRAC  
Kristy Roldan, MDRG  
Jolia Morton, MDRG

Claude Reynaud called the meeting to order and opened the meeting for public comment. Mr. Reynaud recognized Paul Arrigo, who officially retires September 30, 2022 for his hard work and dedication as President & CEO of Visit Baton Rouge. Mr. Arrigo expressed his appreciation to the board for all their support.

A motion was made by Mary Stein, seconded by Kim Ginn to adopt the August 18, 2022, minutes as presented.

Motion carried.

Adam Knapp and members of the Market Dynamics Research Group (MDRG) presented survey results regarding the National Perception Study prepared for BRAC.

Jill Kidder presented a summary of her first few weeks in the President & CEO position. Management staff presented updates on their departments.

Danielle Bonfiglio presented the Treasurer's Report and reviewed August Financial Statements.

Ms. Kidder informed the board that Berkeley Young with Young Strategies, would be in town in October to meet with the various Committee's relating to the strategic plan initiatives. Mr. Reynaud made the following appointments and stated that he would serve as ex-officio on each Committee.

**Expand and enhance the visitor experience** – Baton Rouge must continue to grow and improve the breadth and quality of the visitor experience to be a world-class destination.

Co-Chairs: Robyn Merrick, Kim Ginn & Gary Patureau  
Geraldine Bordelon & Stacy Simon

**Improve visitor mobility into and within Baton Rouge** – Baton Rouge is a large, spread-out destination with many geographic areas where visitors gather. The visitor economy is dependent on efficient mobility.

Co-Chairs: Rowdy Gaudet, Mary Stein, Mickey Freiberg  
Jill Kidder & VP of Marketing & Communications

**Advocate and provide leadership on travel industry issues that hold Baton Rouge back as a destination** – partnership with other economic development entities is critical to drive economic growth for Baton Rouge.

Co-Chairs: Scott Michelet & Gary Jupiter  
Lauralyn Maranto, Geraldine Bordelon, Danielle Bonfiglio

There being no further business, the meeting adjourned.