

VISIT BATON ROUGE

BOARD MINUTES

September 2023

A scheduled Board of Director's meeting of Visit Baton Rouge was held on Friday, September 29, 2023 at the Visit Baton Rouge Office located at 359 Third Street.

Present were:

Claude Reynaud
Mary Stein
Scott Michelet
Kim Ginn
Gary Jupiter
Gary Patureau
Robyn Merrick

Absent:

Rowdy Gaudet
Marty Engquist
Mickey Freiberg

Present but not participating in formal actions:

Jill Kidder, Staff
Lauralyn Maranto, Staff
Danielle Prejean, Staff
Geraldine Bordelon, Staff
Laura Cating, Staff
Stacy Simon, Staff
Jason Suitt, Staff
Chuck Elkins, Legal Counsel
Sid Jackson, Retired Controller
Clay Young, Criminal Justice Foundation, and representatives from BR City Police and EBR Sheriff's Office
Alex Byo, Thirty-Three Strategies
Katie Pryor, Baton Rouge Film Commission
Nathan Hall, Baton Rouge Film Commission

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

New staff members Marie Stagg, Leisure Sales Manager, Elise Tauzin, Destination Experience Manager, and Sydney Harris, Destination Sales Manager were introduced.

Jill introduced Katie Pryor and Nathan Hall with the Baton Rouge Film Commission, Sid Jackson, who will return temporarily, Clay Young with the Criminal Justice Foundation, and Alex Byo with Thirty-Three Strategies.

Clay Young presented an update and status report of the crime camera initiative.

On a motion by Gary Patureau, seconded by Mary Stein to approve the August 24, 2023 minutes as presented.

Motion carried.

Katie Pryor presented an overview in regard to the Baton Rouge Film Trail initiative and elaborated on Action Steps to include: Identify Locations, Coordinate Signage, Installation, and Marketing. A motion was made by Scott Michelet and seconded by Mary Stein to approve the following Resolution as presented.

**RESOLUTIONS OF THE BOARD OF DIRECTORS OF
VISIT BATON ROUGE (“VBR”) CONCERNING AUTHORITY TO NEGOTIATE AND DELIVER A CEA
WITH THE BATON ROUGE FILM COMMISSION (“FILM COMMISSION”)
RELATING TO THE CREATION OF THE BATON ROUGE FILM TRAIL
SEPTEMBER 29, 2023**

WHEREAS, the Board of Directors (the "Board") of 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 with the Film Commission or other appropriate public or private entity, to create and fund a “Baton Rouge Film Trail” (the “CEA”). Such film trail shall consist of a series of plaques for popular film locations around the city of Baton Rouge;

WHEREAS, to authorize the President & CEO and the Chairman of the Board to negotiate 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 Claude F. Reynaud, Jr., the Chairman of the Board (the “Chairman”), acting in their joint discretion, to negotiate, execute, and deliver a CEA by and between VBR and the Film Commission or any other public

or private person or entity Ms. Kidder and Mr. Reynaud deem appropriate in their joint discretion, relating to the creation and funding of the Baton Rouge Film Trail (the "Trail") and containing such terms and conditions as the President & CEO and Chairman, in their joint discretion, believe to be in VBR's best interest.

BE IT FURTHER RESOLVED that the President & CEO and the Chairman, acting jointly, are further directed and empowered in the name of and on behalf of VBR to take any action, including without limitation to approve any document, certificate, instrument, amendment or modification, relating to the Trail or the CEA referred to in the prior resolution, that, they, in their joint discretion, deem necessary or convenient to the accomplishment of the previous resolution set forth above.

BE IT FURTHER RESOLVED that in no case shall the CEA authorized by the above two (2) resolutions provide for the expenditure of funds by VBR with respect to the CEA, the Trail, and any related items, in excess of the sum of Two Hundred Fifty Thousand and No/100 Dollars (\$250,000.00). Further, to the extent possible, such funds authorized for expenditure under the CEA shall 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.

Motion carried.

The agenda item regarding the Cooperative Endeavor Agreement with the Baton Rouge Law Enforcement and Criminal Justice Foundation was deferred to the October board meeting.

Danielle Prejean presented the Treasurer's Report and reviewed August financial statements.

Jill Kidder presented the President's Report.

Motion carried.

There being no further business, the meeting adjourned.