

VISIT BATON ROUGE
BOARD MINUTES
February 2021

A scheduled Board of Director's meeting of Visit Baton Rouge was held on Thursday, February 25, 2021 at the Main Library located at 7711 Goodwood Blvd.

Present were:

Scott Michelet
Mickey Freiberg
Norman Chenevert
Mary Stein
Kim Ginn
Ben Blackwell
Rowdy Gaudet
Adrienne Moore
Gary Patureau

Absent:

Claude Reynaud

Present but not participating in formal actions:

Paul Arrigo, Staff
Lauralyn Maranto, Staff
Jessica Coffing, Staff
Geraldine Bordelon, Staff
Karron Alford, Staff
Stacy Simon, Staff
Chuck Elkins, Legal Counsel
Fatima Gautier, Staff
Tracy Francis, Staff
Fallon Gerald, Staff
Zach Ebarb, Staff

Scott Michelet called the meeting to order and opened the meeting for public comment.

Mr. Arrigo welcomed guests to the meeting and self-introductions were made.

Mr. Arrigo welcomed Gary Patureau to the board. Mr. Patureau replaces Pastor Lee Wesley as the Mayor-President's appointment.

A motion was made by Mickey Freiberg, seconded by Norman Chenevert to approve the January 28, 2021 minutes as presented.

Motion carried.

Jessica Coffing presented the Treasurer's Report and reviewed January's financial statements.

Lauralyn Maranto reported that an internal Diversity, Equity, and Inclusion (DEI) Committee was appointed and consisting of:

Tracy Francis
Fatima Gautier
Zach Ebarb
Fallon Gerald
Stacy Simon
Lauralyn Maranto

The DEI Committee was in attendance to present a new Values Statement for approval. On a motion by Mickey Freiberg, seconded by Mary Stein to adopt the following Resolution:

**RESOLUTION OF THE BOARD OF DIRECTORS OF
VISIT BATON ROUGE ("VBR")
ADOPTING A VALUES STATEMENT FOR VISIT BATON ROUGE
FEBRUARY 25, 2021**

BE IT RESOLVED by the Board of Directors of VBR that the following is hereby adopted as the Values Statement for Visit Baton Rouge:

Visit Baton Rouge will pledge to promote a culture of diversity, equity, and inclusion through its marketing efforts, hiring practices, vendor opportunities and visitor experiences while displaying a passion for and an appreciation of the travel and tourism industry offering an authentic Louisiana experience.

Motion carried.

Chuck Elkins presented a brief overview regarding a Cooperative Endeavor Agreement regarding DCI. A motion was made by Mary Stein, seconded by Kim Ginn to adopt the following Resolution:

**RESOLUTION OF THE BOARD OF DIRECTORS OF
VISIT BATON ROUGE (“VBR”)
CONCERNING AMENDMENT TO COOPERATIVE ENDEAVOR AGREEMENT WITH THE BATON
ROUGE AREA CHAMBER FOR ECONOMIC DEVELOPMENT PROMOTIONAL SERVICES
FEBRUARY 25, 2021**

BE IT RESOLVED by the Board of Directors of VBR that Paul J. Arrigo, VBR President/CEO, is hereby authorized and directed to negotiate, execute, and deliver to the Baton Rouge Area Chamber (“BRAC”) an amendment (the “Amendment”) to that certain cooperative endeavor agreement (the “CEA”) by and between VBR and BRAC dated effective January 1, 2021 providing for the payment to BRAC of the sum of Thirty Thousand and No/100 Dollars (\$30,000.00) over twelve (12) months to support a contract between BRAC and Development Counsellors International, followed by and including two (2) options in favor of VBR to renew such contract for an additional twelve (12) month term on the same terms and conditions. Any additional terms and conditions of such Amendment shall be determined in the sole discretion of Mr. Arrigo, provided, that, such terms and conditions of the Amendment shall not decrease the rights and benefits provided to VBR in the original contract.

Motion carried.

In regard to the agenda item relating to a retainer agreement with Chuck Elkins, no action was taken.

Paul Arrigo presented the monthly President’s Report.

There being no further business, the meeting adjourned.