

**SOUTHWEST LOUISIANA
CONVENTION & VISITORS BUREAU'S
BOARD OF DIRECTORS MEETING**

OCTOBER 17, 2019

10:00 A.M.

Agenda

- 1. CALL TO ORDER BY CHAIRMAN OF THE BOARD – RICK RICHARD.**
- 2. APPROVAL OF THE AGENDA FOR THE OCTOBER 17, 2019 MEETING.
- PUBLIC COMMENTS**
- 3. APPROVAL OF THE SEPTEMBER 19, 2019 MINUTES.....**
- 4. DISCUSS AND APPROVE THE SEPTEMBER 2019 FINANCIAL GRAPHS &
STATEMENTS.....**
- 5. DISCUSS AND APPROVE A PROJECT ENHANCEMENT GRANT FOR THE LAKE
CHARLES HIGH SCHOOL HISTORICAL MARKER.**
- 6. DISCUSS AND APPROVE THE GRANT APPLICATIONS FOR THE MEETING
INCENTIVE PROGRAM.....**
- 7. FINAL REPORT FROM THE MEETING INCENTIVE PROGRAM.....**
- 8. FINAL REPORT FROM MARDI GRAS OF SWLA.....**
- 9. BRANDING PRESENTATION BY MILES MEDIA.....**
- 10. DISCUSS AND APPROVE THE FOLLOWING DEPARTMENT REPORTS FOR
OCTOBER:**
 - A. ADVERTISING & READERS RESPONSE REPORTS.....**
 - B. FILM & TRAVEL MEDIA REPORT**
 - C. SALES & SERVICES REPORTS.....**
 - D. TOUR AND TRAVEL REPORT.....**
 - E. TOURIST INFORMATION REPORT.....**
 - F. ITINERARIES.....**
- 11. PRESIDENT/CEO REPORT.....**
- 12. ADJOURNMENT.**