

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

APRIL 25, 2019

10:00 A.M.

Agenda

- 1. CALL TO ORDER BY CHAIRMAN OF THE BOARD – RICK RICHARD.**
- 2. APPROVAL OF THE AGENDA FOR THE APRIL 25, 2019 MEETING.
- PUBLIC COMMENTS**
- 3. APPROVAL OF THE MARCH 28, 2019 MINUTES.....**
- 4. DISCUSS AND APPROVE THE MARCH 2019 FINANCIAL STATEMENTS.....**
- 5. DISCUSS NATIONAL TOURISM WEEK ACTIVITIES.....**
- 6. ACCEPT AND APPROVE LETTER OF RETIREMENT FROM SHELLEY JOHNSON,
CEO/EXECUTIVE DIRECTOR.**
- 7. DISCUSS AND APPROVE KYLE EDMISTON AS PRESIDENT/CEO OF THE LAKE
CHARLES/SWLA CVB.**
- 8. DISCUSS AND APPROVE A RESOLUTION REGARDING THE CVB RABBI TRUST
ACCOUNT.**
- 9. DISCUSS AND APPROVE AN APPLICATION FROM LOUISIANA PIRATE DAYS
FESTIVAL FOR A TOURISM MARKETING DEVELOPMENT GRANT**
- 10. DISCUSS AND APPROVE AN APPLICATION FOR SUPPORTING FUNDS FROM
THE SOUTHWEST LOUISIANA CONVENTION AND VISITORS BUREAU SPORTS
WAR CHEST.....**
- 11. DISCUSS AND APPROVE GRANT APPLICATIONS FOR THE MEETING
INCENTIVE PROGRAM.....**
- 12. FINAL REPORT FROM THE MEETING INCENTIVE PROGRAM.....**
- 13. FINAL TOURISM MARKETING DEVELOPMENT GRANT REPORTS FROM THE
ARTS AND HUMANITIES COUNCIL AND THE LOUISIANA PIRATE FESTIVAL.**
- 14. DISCUSS AND APPROVE THE FOLLOWING DEPARTMENT REPORTS FOR APRIL:**
 - A. TOURIST INFORMATION REPORT.....**
 - B. ADVERTISING & READERS RESPONSE REPORTS.....**
 - C. FILM & TRAVEL MEDIA REPORT.....**
 - D. SALES & SERVICES REPORTS.....**
 - E. ITINERARIES.....**
- 15. EXECUTIVE DIRECTORS REPORT.**
- 16. ADJOURNMENT.**