

OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
SHREVEPORT-BOSSIER CONVENTION & TOURIST BUREAU
October 15, 2020

Call to order

Jason McKinney, Board Chairman, called to order the regular meeting of the Board of Directors at 11:10 a.m. on October 15, 2020. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA. A video conference was set up for listening purposes and public participation only.

Board Members Present: Ashley Davis, Beth Smiley, Dick Bremer, Emma Hebert, Jason McKinney, Jason Roberts, Joanna Folse-Alexander, Pam Glorioso, Rob Brown, Sandy Cimino, Shelli Murphy and Taylor Jamison.

Board Members on Conference Call: None

Board Members Absent: Edie Festavan, Randy Slagle and Wanda Bennett.

Staff Members Present: Stacy Brown, Taylor Gullatt, David Bradley and Charlie Rice.

Special Guest: Greg Oates – NEXTFactor, Inc.

Approval of Agenda

Mr. McKinney called for a motion to approve the agenda. Ms. Cimino made a motion to approve the agenda and seconded by Mr. Bremer. All in favor none opposed with no public comment.

Approval of Minutes

Mr. McKinney called for a motion to approve the September 17, 2020 regular scheduled Board meeting minutes. A motion was made by Ms. Glorioso and seconded by Mr. Brown. All in favor none opposed with no public comment.

Opportunity for Public Comment

Public was given opportunity to email ahead and to participate by video conference. No emails received and no public participated on the video conference.

President's Report

Ms. Brown updated the board on moving forward with the Interpretive Pavilion at Earl Williamson Park and passed out the new Boom or Bust Byway brochure.

Greg Oates from NEXTFactor, gave the board an update on the board retreat and reviewed the new mission and vision statement.

Communications: Press Play campaign has resulted in 143,251 website users and 292,032 pageviews to www.Shreveport-Bossier.org and 16,100 hotel room nights sold representing hotel revenue of \$1,944,500. Working on updating all of the content, photos and some layout changes on both websites www.SBFunGuide.com and www.Shreveport-Bossier.org. Will have a focus group study the website to provide more user feedback for future updates and revisions. Working with the sales team on new promotional materials that include e-blasts to promote the new Venue Shield offered by the Shreveport Convention Center, as well as a new bid design for future sales pitches. Sponsoring the Society of American Writers Central States Chapter Meeting on Wednesday, October 28, 2020. SBAA Seminar is Marketing Plan Bootcamp, Tuesday, October 27, 2020 from 9:00 a.m. to 11:00 a.m. Chimp Haven will be making their debut appearance to the Your Disney + with a six-part series, produced by National Geographic, the episodes will be available on Friday, October 16, 2020.

Sales and Service: Inquiries are starting to come forward for citywide meeting opportunities from associations and some small corporate markets. Swepeco produced 1,900 room nights from Hurricane Laura. The State Fair booked 1,050 room nights for the livestock exhibition. Hosted the MPI DFW Chapter luncheon in Dallas; Triad and hotel partners were in attendance and donated overnight stays and more. Secured the MPI Board Retreat for November hosting 20 members. "GETARoom" webinar is scheduled for October to continue to increase production from the wholesale market. Rolled out hotel and attraction packages with ten hotels participating. Attending the Connect Marketplace in Orlando, Florida the week of October 19, 2020.

Sports: Allyson Walker has been hired as the new Marketing Manager. Working with the Downtown Development Authority to increase revenue of downtown businesses during events. Halfway to reaching the sponsorship goal for the Red River Balloon Rally. Strong leads for USA Boxing National Championships sponsorships. Generated 21 news articles written/media mentions for the USA Boxing National Championships and 73 new articles written/media mentions for the Bayou Classic.

Legislative Update – Senate voted down the new Coronavirus relief package.

Board Budget/Budget Review – Meeting is scheduled for November 3, 2020 at 11:00 a.m. Board budget approval for 2021 will be on November 5, 2020 at 11:00 a.m.

Holiday Trail of Lights/Rockets Over the Red Update – In partnership with Downtown Shreveport Unlimited. DSU will be handling the planning of Rockets Over the Red. The Christmas Market will be held inside Riverview Hall and food trucks will be on Crockett Street.

Ethics and Sexual Harassment Training – Ms. Brown reminded everyone that the Ethics and Sexual Harassment training must be completed by December 31, 2020.

Financials

- A. Financial Report –Mr. Gullatt reviewed the financial reports for September. A motion was made by Ms. Cimino and seconded by Ms. Glorioso. All in favor none opposed with no public comment.
- B. Budget Update –Mr. Gullatt reviewed the budget updates.
- C. Occupancy Tax Report – Ms. Brown reviewed the occupancy report for September. Overall Shreveport-Bossier is down 24.57% YTD.
- D. Tourism Summary Report – Ms. Brown reviewed the Tourism Summary report for August.
- E. Check Register – Ms. Brown answered all questions regarding the check register for September.
- F. Grant Application Review –*Christmas on Caddo* – Ms. Glorioso made a motion to approve up to \$3,000; seconded by Mr. Brown. All in favor none opposed with no public comment. *BELIEVE – In the Magic of Christmas* – Mr. Roberts made a motion to approve up to \$3,000 if the Shreveport Aquarium has cleared up the liens on the property; seconded by Mr. Jamison. All in favor none opposed with no public comment. *Downtown Unlimited – Light Up the 318* – Ms. Murphy recused herself from the discussion and left the room. Ms. Folse-Alexander made a motion to approve up to \$3,000; seconded by Mr. Bremer. All in favor none opposed with no public comment.

Chairman's Report

A. Association Reports

- a. Restaurant Association – The state association will be meeting October 26-27, 2020.
- b. Hotel/Motel Association – Representative Thomas Pressly spoke at the HLA meeting on October 8, 2020. Will be discussing employment issues with LA Works at the November meeting.
- c. Attraction Association – Marketing Boot Camp will be held October 27, 2020 from 9:00 a.m. to 11:00 a.m.

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Next Meeting:

Board Budget/Business Review Meeting, Tuesday, November 3, 2020
Board Meeting – 2021 Budget Approval – Thursday, November 5, 2020
Board Meeting – Thursday, December 3, 2020

Agenda items for upcoming meeting:

Adjourned: Meeting was adjourned at approximately 12:43 p.m.

Approved:

Jason McKinney
Chairman

Pam Glorioso
Secretary