

**OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE  
VISIT SHREVEPORT-BOSSIER  
October 17, 2024**

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**Call to Order**

Beth Smiley, Board Chairman, called the regular meeting of the Board of Directors to order at 11:43 a.m. on October 17, 2024. The meeting was held at Visit Shreveport-Bossier, 629 Spring Street, Shreveport, LA.

**Board Members Present:** Andrea Butler, Beth Smiley, Billy Anderson, Charles Johnson, Jason McKinney, Jerome DuBose, Joanne Fayard, Pam Glorioso, Randy Slagle, Rob Brown, and Tiffany Evans.

**Board Members Absent:** Casey Hartley and Jason Roberts.

**Staff Members Present:** Stacy Brown, Aaron Bronson, Charlie Rice, Serena Gray, Wade Marshall, and Karen Barnes.

**Opportunity for Public Comment:** No public comment.

**Approval of Agenda**

Ms. Smiley called for a motion to approve the agenda. Mr. Johnson made a motion to approve, which Ms. Glorioso seconded. All in favor, none opposed, with no public comment.

**Approval of Minutes**

Ms. Smiley called for a motion to approve the September 19, 2024, regularly scheduled board meeting minutes. Mr. McKinney made a motion to approve, seconded by Mr. DuBose. All in favor, none opposed, with no public comment.

**Finance Committee**

- A. **Financial Report**—Mr. Bronson reviewed the September financials with the board. The Finance Committee made a motion to approve, seconded by Mr. Brown. All were in favor, none opposed, and there was no public comment.
- B. **Check Register** – Mr. Bronson answered all questions about the September check register.
- C. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy tax report for August. Overall, Shreveport-Bossier is down 2.30 YTD.
- D. **Tourism Summary Report** – Report not available.
- E. **Grant Applications:**
  - ***Christmas on Caddo*** – The Finance Committee motioned to approve up to there was no public comment.
  - ***Small Attraction Grants*** – The Finance Committee motioned to approve a special grant category for small attractions of up to \$5,000 to be used from now through the first quarter of 2025, seconded by Mr. McKinney. All in favor, none opposed, with no public comment.

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- ***Defenders of Liberty Air Show*** – The Finance Committee made a motion to make them a Legacy Grant starting in 2025, seconded by Ms. Slagle. All in favor, none opposed, with no public comment.

**President Reports**

Ms. Brown introduced Wade Marshall as the new Film & Entertainment Commissioner. Damien Champman from Orlandeaux’s will be the rider for the float at the Rose Parade.

**Conventions:** MPI DFW Networking Event in Dallas, TX. HEART Conference (*Hardened Electronics and Radiation Technology*) site visit. We hosted a FAM tour for meeting planners.

**Communications:** An influencer couple from Arkansas visited Shreveport-Bossier in September with a great return on investment. Worked on Battle of the Bags with a heavy grassroots marketing campaign. The Director of Marketing & Communications, Alex Einerson, attended the Sponsorship Marketing Association’s Mastery Summit along with Matt Hammock.

**Sports Commission:** Met with LSUS and Centenary to discuss their plans and facility updates for 2025. Met with YMCA to develop and host a volleyball clinic for middle and high school students in conjunction with HBCUAC Volleyball. Louisiana USA Softball delegates recapped plans for the 2025 Olympics and the possibility of Shreveport-Bossier training site. Matt was named Member of the Year for the Sponsorship Marketing Association.

**Destination Development:** Numerous meetings with key community leaders and organizations. Making stride, particularly with litter and blight.

**Film & Entertainment:** Assisting productions and revamping the website to gather crew and vendor information. Continuing to follow the Film Tax credits.

**Chairman’s Report**

**A. Association Reports**

- i. **Restaurant Association:** No report.
- ii. **Hotel/Motel Association:** The next meeting will be held at the Louisiana State Fair Grounds on Wednesday, November 7, 2024. Joanna Folse-Alexander has been appointed as President of the HLA.
- iii. **Attractions Association:** No report.

**Next Meeting:**

- November 12, 2024 – Board Budget/Business Plan Review Meeting @ 11:00 a.m
- November 14, 2024 – Board Meeting and Budget Approval @ 10:00 a.m.

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**Agenda items for the upcoming meeting:**

**Adjourned:** The meeting was adjourned at approximately 12:32 p.m.

**Approved:**

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Beth Smiley  
Chairman

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Andrea Butler  
Secretary