

**OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
SHREVEPORT-BOSSIER CONVENTION & TOURIST BUREAU
October 19, 2023**

Call to Order

Jason Roberts, the Chairman, called to order the regular meeting of the Board of Directors at 11:42 a.m. on October 19, 2023, 2023. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA.

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

Board Members Absent: Joanna Folsie-Alexander, Casey Hartley, and Jerome DuBose.

Staff Members Present: Stacy Brown, Aaron Bronson, Katharyn DeVille, and Charlie Rice.

Opportunity for Public Comment: No public in attendance.

Approval of Agenda

Mr. Roberts called for a motion to approve the agenda. Mr. McKinney made a motion to approve the agenda; seconded by Mr. Johnson. All in favor none opposed with no public comment.

Approval of Minutes

Mr. Roberts called for a motion to approve the September 21, 2023, meeting minutes. Mr. McKinney made a motion to approve the minutes, seconded by Mr. Johnson. All in favor none opposed with no public comment.

Strategic Plan Presentation - Greg Oates and Je-Vonna Sampson from MMGY NextFactor presented the 2024 strategic plan, new purpose statement, and DNext results to the board.

Finance Committee

- A. **Financial Report** – Mr. Bronson reviewed the September financials with the board. Mr. Johnson made a motion to approve the financials and seconded Mr. Anderson. All in favor none opposed with no public comment.
- B. **Check Register** – Mr. Bronson answered all questions regarding the check register for September.
- C. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy tax report. Overall Shreveport-Bossier is up 2.55% YTD.

**OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
SHREVEPORT-BOSSIER CONVENTION & TOURIST BUREAU
October 19, 2023**

- D. **Tourism Summary Report** – Ms. Brown reviewed August and September tourism summary reports.
- E. **Mardi Gras Update** – The Finance Committee made a motion to assist with the cost of additional officers, up to 2/3 of the total from the ARPA funds; seconded by Mr. Roberts. All in favor none opposed with no public comment.
- F. **Grant Applications –*Rock the Clock*** – After further review, the Finance Committee has determined this event does not fit the grant criteria. However, VSB will assist in marketing.

President Reports

Mr. Johnson updated the board on the noise ordinance that the City of Shreveport City Council is discussing, how it impacts tourism, and shifting the discussion to space and the entertainment district.

Mr. Johnson met with the Dream Keeper Alliance regarding a festival on the weekend of Martin Luther King's holiday called "Dream Festival". This would be a regional event.

Mr. Anderson discussed with the board regarding the blight and gateways to the cities, proposing a committee of agencies and the community to discuss.

Ms. Brown updated the board on the following items:

- The Rose Parade. The theme will be the "Year of Music". James Burton has agreed to be the rider.
- Peter Greenburg will be filming at the Municipal next week.
- The National Tour Association will be in town November 12-15, 2023; this will bring in 2,314 room nights. The board is encouraged to attend the main events.
- The Holiday Trail of Lights news conference will be held on November 2, 2023, at the American Rose Center.
- Boom or Bust Interpretive Pavilion is now out for bid by DOTD. Will be located at Earl G. Williamson Park.

Sports Commission: Upcoming events are the Super Retriever Series, GCAC Volleyball Championships on November 4-7, 2023, and the Battle of the Bags.

Budget Timeline: Ms. Brown reviewed the upcoming budget timeline with the board.

Ethics and Sexual Harassment Training: Due by December 31, 2023. A link will be sent out to everyone.

**OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
SHREVEPORT-BOSSIER CONVENTION & TOURIST BUREAU
October 19, 2023**

Chairman's Report

A. Association Reports

- i. **Restaurant Association:** No report

- ii. **Hotel/Motel Association:** November meeting details will be going out next week.

- iii. **Attractions Association:** The SBAA seminar was held on October 17, 2023, at the Bossier Arts Council. The bylaws have been updated and will be voted on at the November meeting.

Next Meeting:

- Board Budget/Business Review Meeting – November 7, 2023
- Board Meeting – 2024 Budget Approval Meeting – November 9, 2023

Agenda items for the upcoming meeting:

Adjourned: The meeting was adjourned at approximately 1:00 p.m.

Approved:

Jason Robert
Chairman

Joanna Folsie-Alexander
Secretary