

**OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
VISIT SHREVEPORT-BOSSIER
Public Hearing for the 2025 Budget
November 14, 2024**

Call to Order

Beth Smiley, Board Chairman, called the regular meeting of the Board of Directors to order at 10:04 a.m. on November 14, 2024. The meeting was held at Visit Shreveport-Bossier, 629 Spring Street, Shreveport, LA.

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

Board Members Absent: Andrea Butler, Casey Hartley, and Jason Roberts.

Staff Members Present: Stacy Brown, Aaron Bronson, Charlie Rice, and Serena Gray.

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 October 17, 2024, regularly scheduled board meeting minutes. Ms. Glorioso made a motion to approve, seconded by Mr. Anderson. All in favor, none opposed, with no public comment.

Personnel Committee

The Personnel Committee motioned that Visit Shreveport-Bossier employees receive up to a 2% to 4% merit increase. Ms. Brown will receive an increase of \$20,500 to her yearly salary. The bureau will continue to lease a vehicle. Motion was seconded by Ms. Evans, all in favor, none opposed, with no public comment.

Opportunity for Public Comment and Public Hearing for the 2025 Budget

Ms. Smiley called the Public Hearing to order at 10:32 a.m. There being no one, the public hearing closed at 10:33 a.m.

Budget Approval for the 2025 SBCTB and its divisions and ARPA A motion was made by Ms. Slagle for the approval of the 2025 budget along with the budgets for the Designated Funds, Holiday Trail of Lights, Boom or Bust Byway, Shreveport-Bossier Film Office, ARPA, Shreveport-Bossier Sports Commission Reserve and Shreveport-Bossier Sports Commission Events; seconded by Ms. Fayard. All in favor none opposed with no public comment.

ARPA Resolution will be presented at the December board meeting.

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Finance Committee

- A. **Financial Report**—Mr. Bronson reviewed the October financials with the board. Mr. Johnson made a motion to approve, seconded by Mr. Anderson. All were in favor, none opposed, and there was no public comment.
- B. **Check Register** – Mr. Bronson answered all questions about the October check register.
- C. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy tax report for August. Overall, Shreveport-Bossier is down 1.53% YTD.
- D. **Tourism Summary Report** – Ms. Brown reviewed the September Tourism Summary Report.
- E. **Grant Applications:**
 - **Walk of Stars**—Mr. Brown moved to approve up to \$5,000, seconded by Ms. Evans. All were in favor, none opposed, and there was no public comment.

President Reports Departmental reports in the board packets.

Chairman's Report

A. Association Reports

- i. **Restaurant Association:** No report.
- ii. **Hotel/Motel Association:** No report.
- iii. **Attractions Association:** No report.

B. Nominating Committee: Beth Smiley, Pam Glorioso, Charles Johnson, and Jerome DuBose.

Next Meeting:

- December 12, 2024 – Finance Committee Meeting @ 10:30 a.m.
- December 12, 2024 – Board Meeting @ 11:30 a.m.

Agenda items for the upcoming meeting:

Adjourned: The meeting was adjourned at approximately 10:47 a.m.

Approved:

Beth Smiley
Chairman

Andrea Butler
Secretary