

OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
SHREVEPORT-BOSSIER CONVENTION & TOURIST BUREAU

November 29, 2018

Call to order

Rob Brown, Board Vice Chairman, called to order the regular meeting of the Board of Directors at 11:55 a.m. on November 29, 2018. The meeting was held at the Horseshoe Casino & Resort, 711Horsehoe Blvd., Bossier City, LA.

Roll call: The following committee members were present: Carlton Golden, Africa Price, Joanna Folse-Alexander, Dick Bremer, Jason McKinney, Kellie Morris, Mary Dunn, Patricia Wooldridge, Ashley Davis, Rob Brown, Sandy Cimino and Shelli Murphy.

Board Members Absent: Gary Theus, Pam Glorioso, Tanita Gilbert-Baker and Emma Hebert.

Staff Members Present: Stacy Brown and Charlie Rice

Approval of Agenda

Mr. Brown called for a motion to approve the agenda. A motion to approve was made by Mr. Golden and seconded by Mr. Bremer. All in favor none opposed with no public comment.

Approval of Minutes

Ms. Gilbert-Baker called for a motion to approve the October regular scheduled Board meeting minutes. A motion was made by Ms. Folse-Alexander and seconded by Mr. McKinney. All in favor none opposed with no public comment.

Financials

- A. **Financial Report** – Mr. McKinney reviewed the financial reports for October. The Finance Committee made a motion to approve and seconded by Mr. Golden. All in favor none opposed with no public comment.
- B. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy report for October. Overall Shreveport-Bossier is up YTD 12.65%.
- C. **Check Register** – Ms. Brown answered all questions regarding the check register for October.
- D. **Grant Application Review** - The Finance Committee made a motion to approve the following grant applications: *Ark-La-Tex Craft Beer & BBQ Festival* – up to \$2,000; Mr. Golden seconded; *Battle of the Gumbo Gladiators* – up to \$1,000; Ms. Morris seconded. All in favor none opposed with no public comment.

- E. **Vehicle Purchase** – The board gives the Finance Committee authority to okay the purchase of vehicles. A motion from the Finance Committee to accept authority and seconded by Ms. Dunn. All in favor none opposed with no public comment. Finance Committee will meet on December 18, 2018 at 9:30 a.m. to vote on vehicle bids.
- F. **Washington Mardi Gras Economic Development Reception** – The Finance Committee made a motion to approve \$1,500 for the NLEP Top of Louisiana reception, Mr. Golden seconded. All in favor none opposed with no public comment.
- G. **Showtime “Shobox” The New Generation” Boxing** – will be discussed at the Finance Committee meeting on December 18, 2018. The Finance Committee made a motion to approve up to \$5,000 sponsorship, Ms. Dunn seconded. All in favor none opposed with no public comment.

President’s Report

Department Reports

- A. **Communications Department Update** – Public relations generated 706 news placements with a conservative ad equivalency value of \$1.6 million. Facebook, Twitter and video views up. Visitor Center walk-ins are up, Visitor Guides most requested from Dallas, Oklahoma, Arkansas and Ohio. DNext about to launch questionnaire. Deveney Communications is working on generating regional and national media results around Mardi Gras. Rockets Over the Red Social Media wall was a great success. Working with Google and the Office of Tourism. Wrapping up Christmas promotions and starting to work on 318 Restaurant Week.
- B. **Conventions & Tourism Department Update** – Up 99% in booked room nights YTD. Kitefliers Association Conference had nearly 500 paid room nights. Working with Tactics by Tico to assist with increasing production from the FIT and Receptive Operators who have potential for this market. Upcoming tradeshows – RCMA, ABA and NCBMP. Family Reunion Workshop and Vendor Fair in conjunction with local vendors and SPAR had 80 registered planners and 23 vendors participated. Attended Connect Faith to continue effort to seek out religious groups. Cyber Innovation Center has increased efforts and YTD has produced 100 room nights within 8 meetings held at the facility. Conducted a FAM with LOT with 11 participants.
- C. **Sports Commission Update** – Finalized event budgets. Holiday Classic will take place on Saturday, December 15, 2018 at Centenary Gold Dome. In the progress of working on the weightlifting bid. Currently working with Showtimes “ShoBox: The New Generation” Boxing – Devin Haney and Xolisani Ndgogeni to headline tripleheader Showtime ShoBox Championship Boxing co-promoted by Bishop Promotions and Devin Haney Promotions on Friday, January 11, 2019 @

Stageworks of Louisiana. Volunteer Matrix – allows planner to put specific info online for event – training for this program is \$50. Nick Kopka is working Community Challenge Health & Wellness Event.

- D. **Holiday Trail of Lights/Rockets Over the Red Update** – Marketing went well. Separate lighting ceremony was successful – good attendance for Rockets Over the Red.
- E. **Budget Presentation Update** – Presented both cities and parishes the 2019 budget.
- F. **Ethics Training** – Due by December 31, 2018. Link will be emailed out to board.

Chairman's Reports

A. **Upcoming Events** – in board package

B. **Association Reports**

- a. **Restaurant Association** – No report.
- b. **Hotel/Motel Association** – November meeting was held at the State Fair Grounds. December Christmas party will be held December 13 at 6:30 pm at Eldorado Resort Casino. Voted on 2019 officers and 3 new members joined.
- c. **Attractions Association** – Board nominations closed on November 30, 2018. November seminar was held on November 6 at the East Bank Theatre – the topic was on New Trends on Social Media.

C. **Personnel Committee Report** - The Personnel Committee made a motion for approval to utilize the monies budgeted for salaries and to give a 3% merit pay increase to Ms. Brown and to utilize the 3.5% increase in the salary category as budgeted for employees based on merit and position. Mr. Bremer seconded. All in favor with none opposed with no public comment.

D. **Nominating Committee Report** - The Nominating Committee made a motion to appoint Mr. Brown as Chairman, Mr. McKinney as Vice Chairman, Ms. Davis as Treasurer and Ms. Price as Secretary. Ms. Dunn seconded the motion to approve. All in favor none opposed with no public comment.

E. **Board Recognition for Out-Going Board Members** – Ms. Dunn, Ms. Wooldridge and Ms. Gilbert Baker as outgoing Chairman.

Next Meeting:

Thursday, January 17, 2019

Agenda items for upcoming meeting:

Adjourned: Meeting was adjourned at approximately 12:32 p.m.

Approved:

Tanita Gilbert-Baker
Chairman

Patricia Wooldridge
Secretary