

**OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE  
VISIT SHREVEPORT-BOSSIER  
December 12, 2024**

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**Call to Order**

Beth Smiley, Board Chairman, called the regular meeting of the Board of Directors to order at 11:47 a.m. on December 12, 2024. The meeting was held at Visit Shreveport-Bossier, 629 Spring Street, Shreveport, LA.

**Board Members Present:** Andrea Butler, Beth Smiley, Billy Anderson, Casey Hartley, Charles Johnson, Jason McKinney, Jerome DuBose, Joanne Fayard, and Randy Slagle.

**Board Members Absent:** Jason Roberts, Pam Glorioso, Rob Brown and Tiffany Evans.

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

**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 Mr. DuBose seconded. All in favor, none opposed, with no public comment.

**Approval of Minutes**

Ms. Smiley called for a motion to approve the November 14, 2024, regularly scheduled board meeting minutes. Mr. DuBose made a motion to approve, seconded by Mr. Johnson. All in favor, none opposed, with no public comment.

**Finance Committee**

- A. **Financial Report**—Mr. Bronson reviewed the November financials with the board. The Finance Committee made a motion to approve, seconded by Ms. Hartley. All were in favor, none opposed, and there was no public comment.
- B. **Check Register** – Mr. Bronson answered all questions about the November check register.
- C. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy tax report for November. Overall, Shreveport-Bossier is down 0.44 YTD.
- D. **Tourism Summary Report** – Ms. Brown reviewed the October Tourism Summary Report.
- E. **Resolutions for ARPA and Designation of Funds** – The Finance Committee motioned to approve the Resolution for ARPA and the Resolution for Designation Funds, seconded by Ms. Fayard. All in favor, none opposed, with no public comment.
- F. **Policy/Resolution for Accounts Payable** – Mr. Bronson and Ms. Brown reviewed the updated policy with the board.
- G. **Martin Luther King Jr. Weekend Event** - \$20,000 has been budgeted for the event and \$5,000 for the coordinator.

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**President Reports** Working with EAP on a Tourism Business Start-Up Competition to meet needs identified in the Destination Master Plan. Three mandatory training sessions will be held before the competition.

Departmental reports are located 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:** A motion was made by the Nominating Committee to appoint Jerome DuBose as Board Chairman, Charles Johnson as Vice Chairman, Andrea Butler as Treasurer, and Tiffany Evans as Secretary for the 2025 term year, seconded by Ms. Hartley. All in favor, none opposed, with no public comment.

**Next Meeting:**

- January 16, 2025 – Finance Committee Meeting @ 10:30 a.m.
- January 16, 2025 – Board Meeting @ 11:30 a.m.

**Agenda items for the upcoming meeting:**

**Adjourned:** The meeting was adjourned at approximately 12:24 p.m.

**Approved:**

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Beth Smiley  
Chairman

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Andrea Butler  
Secretary