

**OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
VISIT SHREVEPORT-BOSSIER
December 14, 2023**

Call to Order

Beth Smiley, Board Vice Chairman, called to order the regular meeting of the Board of Directors at 11:44 a.m. on December 14, 2023. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA.

Board Members Present: Ashley Warner, Beth Smiley, Casey Hartley, Jerome DuBose, Randy Slagle, Tiffany Evans, Charles Johnson, Rob Brown, and Jason McKinney.

Board Members Absent: Jason Roberts, Andrea Butler, Joanne Fayard, Casey Hartley, and Pam Glorioso.

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

Opportunity for Public Comment: No public was present.

Approval of Agenda

Ms. Smiley called for a motion to approve the agenda with the addition of the Resolution of Authority. Mr. DuBose made a motion to approve which was seconded by Mr. Anderson. All in favor none opposed with no public comment.

Approval of Minutes

Ms. Smiley called for a motion to approve the November 16, 2023, regularly scheduled board meeting minutes. Ms. Warner made a motion to approve the minutes seconded by Mr. McKinney. All in favor none opposed with no public comment.

Nominating Committee

The Nominating Committee motioned to appoint Beth Smiley as Board Chair, Jerome DuBose as the Vice Chair, Charles Johnson as Treasurer, and Andrea Butler as Secretary. Seconded by Mr. Brown. All in favor none opposed with no public comment.

- A. **Financial Report** – The Finance Committee motioned to approve the financials; seconded by Mr. McKinney. All in favor none opposed with no public comment.
- B. **Check Register** – Mr. Bronson answered all questions about the check register.
- C. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy tax report for November. Overall Shreveport-Bossier is up .68% YTD.
- D. **Tourism Summary Report** – Ms. Brown reviewed the October Tourism Summary report with the board.
- E. **Resolution of Authority** – The Finance Committee motion to approve a Resolution of Authority to transfer in the amount of \$1,000,000 from the

**OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
VISIT SHREVEPORT-BOSSIER
December 14, 2023**

operating account to the Reserve account, as detailed in the Resolution. Seconded by Mr. Johnson. All in favor none opposed with no public comment.

- F. **Martin Luther King Weekend** – Dream Keepers Alliance. The Finance Committee motioned to approve up to \$10,000 in in-kind marketing and \$10,000 for the event. Seconded by Mr. Johnson. All in favor none opposed with no public comment.

President Reports

- Construction is almost complete. Ms. Brown invited the board to go look at the updates.
- Live Casino Hotel groundbreaking yesterday, December 13, 2023.
- Hosted the National Tour Association, Travel Exchange, in November. EIC total estimate is \$1.7m.
- Attended several trade shows, Connect DC and Connect Faith, promoted to 210 meeting planners, and conducted consecutive one-on-one appointments.
- Working on a contest for the first quarter. Website visitation is up. A new website will be up and running on Monday. The Mardi Gras campaign starts in mid-December.
- Huddle Group is a consultant group coming in January to do a sports facility study. Looks like we will be able to market Stageworks for sporting events. Will set up a time with SPAR for the board to take a look at the updates in Stageworks.
- James Burton will be representing the Shreveport-Bossier area for the Rose Parade.

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

Chairman's Report

A. Association Reports

- i. **Restaurant Association:** no report
- ii. **Hotel/Motel Association:** Meeting will be scheduled in January.
- iii. **Attractions Association:** Currently taking board nominations. A board meeting is scheduled for January 10, 2024. 1st quarter seminar will be held on Tuesday, January 17, 2024, at the Multi-Cultural Center in downtown Shreveport.

Next Meeting:

- Board Meeting-January 18, 2024

OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
VISIT SHREVEPORT-BOSSIER
December 14, 2023

Agenda items for the upcoming meeting:

Adjourned: The meeting was adjourned at approximately 12:15 p.m.

Approved:

Jason Roberts
Chairman

Joanna Folsie-Alexander
Secretary