

**OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
VISIT SHREVEPORT-BOSSIER
February 20, 2025**

Call to Order

Mr. Johnson, Board Vice Chairman, called the regular meeting of the Board of Directors to order at 11:41 a.m. on February 20, 2025. The meeting was held at Visit Shreveport-Bossier, 629 Spring Street, Shreveport, LA.

Board Members Present: Andrea Butler, Billy Anderson, Carlotta Brown, Casey Hartley, Charles Johnson, Jason McKinney, Joanna Folse-Alexander, Joanne Fayard, Kelly Darden, Pam Glorioso, Rob Brown, and Tiffany Evans.

Board Members Absent: Jerome DuBose and Veronica Brown.

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

Public Present: Brad Pietz from Louisiana Tech and Elizabeth Gouletus from LSUS.

Opportunity for Public Comment: No public comment.

Welcome: The Bossier Rural Municipalities appointed Carlotta Brown to the board.

Approval of Agenda

Mr. Johnson called for a motion to approve the agenda. Ms. Glorioso made a motion to approve, which Mr. McKinney seconded. All in favor, none opposed, with no public comment.

Approval of Minutes

Mr. Johnson called for a motion to approve the January 16, 2025, regularly scheduled board meeting minutes. Ms. Evans made a motion to approve, seconded by Mr. Anderson. All in favor, none opposed, with no public comment.

Guest: Dr. Trayvan Scott from Grambling State University – Dr. Scott updated the board on the potential Labor Day Grambling State University versus Langston University Oklahoma football game.

Dr. Scott answered all questions regarding the weekend activities leading to the football game. Grambling State requests \$50,000 from Visit Shreveport-Bossier and \$50,000 from the Shreveport-Bossier Sports Commission.

Finance Committee

- A. **Financial Report**—Mr. Bronson reviewed the December and January financials with the board. The Finance Committee made a motion to approve, seconded by Mr. Brown. All in favor, none opposed, with no public comment.
- B. **Check Register** – Ms. S. Brown answered all December and January check register questions.
- C. **Occupancy Tax Report** – Ms. S. Brown reviewed the occupancy tax report for

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- December. Overall, Shreveport-Bossier is down 7.65 YTD.
- D. **Tourism Summary Report** – Ms. S. Brown reviewed the December Tourism Summary Report.
 - E. **Louisiana Compliance Questionnaire** - The Finance Committee motioned to approve the Louisiana Compliance Questionnaire, seconded by Mr. Anderson. All were in favor, none opposed, and there was no public comment.
 - F. **Grant Application – 2025 Taco Wars** – The Finance Committee motioned to approve up to \$7,500, seconded by Mr. R. Brown. All in favor, none opposed, with no public comment.
 - G. **Legacy Grant – Defenders of Liberty Air Show** – Ms. S. Brown updated the board on the upcoming event. The air show will be held on Saturday, March 29, and Sunday, March 30, 2025, at Barksdale Airforce Base.
 - H. **Louisiana Office of Tourism/Travel South Partnership** – Ms. S. Brown updated the board on the partnership. There will be more information to share at the March meeting.
 - I. **Santa Calls**—Ms. S. Brown updated the board on the status of Santa Calls. Hold off on the 2025 payment until later in the year.
 - J. **Potential Gambling Football Game**—The Finance Committee motioned to approve up to \$50,000 with a caveat of multi-day ancillary events leading up to the football game that a promoter must be hired and with regular meetings. A 3-5 year agreement must be made, seconded by Mr. R. Brown. All were in favor, none opposed, and there was no public comment.
 - K. **Resolution**—The Finance Committee motioned to approve the increase of the credit card limit, seconded by Ms. Hartley. All were in favor, none opposed, and there was no public comment.

President Reports

Departmental reports are located in the board packets.

Destination 318 Tourism Challenge – Ms. S. Brown updated the board on the tourism challenge.

Love the Boot – Visit Shreveport-Bossier is partnering with the Downtown Development Authority Team to clean downtown Shreveport on Tuesday, April 8, 2025.

Fired Up! Culture – Visit Shreveport-Bossier won the Fired Up! Culture Achievement Award for 2024.

Prayer 365 Days - Visit Shreveport-Bossier, and its Destination Development Department will collaborate with faith-based communities to lead positive, community-building activities that promote civic pride and unity. The first initiative will feature a 24-hour/365days prayer initiated by Dr. Scott Teutsch of Trinity Baptist Church and Pastor Doyle Adams of Elizabeth Baptist Church, who will invite pastors from Caddo and Bossier communities to “Pray Ark-La-Tex” Lunch and Learn Sessions.

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Mardi Gras Shreveport-Bossier Update – The Mardi Gras Bash will be on February 22 and March 1 at SciPort Discovery Center.

318 MLK Dream Fest Update – Kicked off its activities with birthday celebrations, Black History bus tours, an Art & Activism Exhibit, the Bridge Builders Breakfast, and grand balls and parades.

Bylaws Update Completed 2024 – The bylaws were updated and completed in May 2024.

Chairman's Report

A. Association Reports

- i. **Restaurant Association:** No report
- ii. **Hotel/Motel Association:** The next meeting will be held at Live Casino on March 4, 2025.
- iii. **Attractions Association:** No report.

Next Meeting:

- March 20, 2025 – Finance Committee Meeting @ 10:30 a.m.
- March 20, 2025 – Board Meeting @ 11:30 a.m.

Agenda items for the upcoming meeting:

Adjourned: The meeting was adjourned at approximately 12:39 p.m.

Approved:

Jerome DuBose
Chairman

Tiffany Evans
Secretary