

OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
SHREVEPORT-BOSSIER CONVENTION & TOURIST BUREAU
May 20, 2021

Call to Order

Ashley Warner, Board Chairman, called to order the regular meeting of the Board of Directors at 12.24 a.m. on May 20, 2021. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA. A video conference was set up for listening purposes and public participation only.

Board Members Present: Ashley Warner, Beth Smiley, Joanna Folse-Alexander, Pam Glorioso, Randy Slagle, Rob Brown, Jerome Dubose, Shelli Murphy, and Taylor Jamison.

Board Members Absent: Dick Bremer, Edie Festavan, Emma Hebert, Jason Roberts, Matthew Snyder, and Wanda Bennett.

Staff Members Present: Stacy Brown, Taylor Gullatt and Charlie Rice.

Approval of Agenda

Ms. Warner called for a motion to approve the agenda. Ms. Folse-Alexander made a motion to approve the agenda and seconded by Ms. Glorioso. All in favor none opposed with no public comment.

Approval of Minutes

Ms. Warner called for a motion to approve the April 15, 2021, regular scheduled Board meeting minutes. A motion was made by Ms. Folse-Alexander and seconded by Ms. Glorioso. All in favor none opposed with no public comment.

Special Guests

Kendall Palko, Rudy Webb, Brittney Litchfield from Paradise Advertising presented information that is loaded into the Data Depot to produce monthly tourism reports.

- A. Financial Report –Mr. Gullatt reviewed the financial reports for April. The Finance Committee made a motion to approve. Mr. Brown seconded. All in favor none opposed with no public comment.
- B. Check Register – Ms. Brown answered all questions regarding the check register for April.
- C. Occupancy Tax Report – Ms. Brown reviewed the occupancy report for April. Overall Shreveport-Bossier is down 0.64%.
- D. Tourism Summary Report – Ms. Brown reviewed the tourism summary report

for March & April.

- E. Investment & Reserve Strategy Sub-Committee – The Finance Committee made a motion to move \$500,000 into the reserve account; seconded by Mr. Jamison. All in favor none opposed with no public comment. The goal is to have six-months of operating reserve by the end of 2023. The Finance Committee made a motion to give the bureau staff a 1.3% cost of living increase effective June 1, 2021. Mr. Jamison made a motion to change the 1.3% cost of living increase to 2.6%; seconded by Ms. Slagle. All in favor except one opposed with no public comment.
- F. Resolutions – The Finance Committee made a motion to authorize Ms. Brown, to sign on behalf of the Bureau, a Cooperative Marketing Program agreement with the Louisiana Office of Tourism; seconded by Ms. Glorioso. All in favor none opposed with no public comment. The Finance Committee made a motion to authorize Mr. Gullatt to try out a credit card from Regions Bank that can be used with the bureau accounting system; seconded by Ms. Glorioso. All in favor none opposed with no public comment.
- G. Ordinance 21-1 – The Finance Committee made a motion to amend the hotel definition provided in Ordinance 15-1; seconded by Ms. Glorioso. All in favor none opposed with no public comment.
- H. Grant Applications – *Roses & Rose'* – the Finance Committee made a motion to approve up to \$3,500; seconded by Mr. Brown. All in favor none opposed with no public comment. *Let the Good Times Roll* – the Finance Committee made a motion to approve up to \$5,000; seconded by Ms. Smiley. All in favor none opposed with no public comment.

President's Report

Building repairs underway, bollards are in process, working on permits. Met with the Dallas Federal Reserve Focus Group for tourism.

Communications: Expedia campaign YTD results are 2,600 hotel bookings and 1,000 airline bookings. Visitor, social media, and web engagement are up for the month of April. Out of the five top viewed pages four are events. The top three videos were National Travel and Tourism Week, Boom or Bust Byway and Bayou Classic. Currently updating the Retire Shreveport-Bossier website and redesigning the SB Fun Guide.

Conventions: Tourism is participating in a promotional blog with international travel agencies along with the Louisiana Office of Tourism promoting 2022 programs. Met with the ASM Global team to restart the Municipal tours. A representative from Get a Room has asked

OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
SHREVEPORT-BOSSIER CONVENTION & TOURIST BUREAU
May 20, 2021

for help to bring more hotels to join the program. SATW Central States has booked for February 2022. Working closely with hotel partners to participate and join the team on sales missions and day trips. Partnered with Baton Rouge on Rendezvous South to minimize cost and evaluate the current quality of meeting planners.

Sports: Partnered with the Shreveport Times for the Athlete of the Year, 36 Awards were given out to the best athletes and coaches in the North Louisiana. Leads, bookings and room nights are up from 2019. The IFBB/NPC Optimum Classic Championships (body building) will be held on May 22, 2021 at the Shreveport Convention Center.

Tourism Awareness Week/Excellence in Hospitality Awards – Excellence in Hospitality Awards was held on May 6, 2021, at the LeBossier Hotel and Event Center in Bossier City. Be a Fan Ambassador Tour is scheduled for May 11, 2021.

Legislative Update – Ms. Brown updated the board on H.B. 415.

Civil Right Trail – The Lt. Governor was in town for the Interpretive Marker Unveiling to commemorate the role of the Little Union Baptist Church in the Louisiana Civil Rights Movement was held on May 7, 2021.

Financial Disclosure Statement – Were due on May 15, 2021. Ms. Brown strongly urged the board if they have not submitted the financial disclosure statement to do so.

Boom or Bust Byway - Construction for the Earl G. Williamson Park Pavilion will start in March 2022.

Chairman's Report

A. Association Reports

- a. Restaurant Association –No report.
- b. Hotel/Motel Association –Meeting was held on May 5, 2021, at the Louisiana State Fair the topic of discussion was upcoming events for the Shreveport/Bossier area.
- c. Attraction Association – Social Media & Product Development Grants are due May 31, 2021. Be a Fan of Shreveport-Bossier campaign is the entire month of May; locals and visitors are encouraged to visit many attractions while taking advantage of exclusive deals and discounts.

Next Meeting:

OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
SHREVEPORT-BOSSIER CONVENTION & TOURIST BUREAU
May 20, 2021

Board Meeting - Thursday, June 17, 2021

Agenda items for upcoming meeting:

Adjourned: Meeting was adjourned at approximately 12:40 p.m.

Approved:

Ashley Warner
Chairman

Jason Roberts
Secretary