

OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
SHREVEPORT-BOSSIER CONVENTION & TOURIST BUREAU
June 17, 2021

Call to Order

Ashley Warner, Board Chairman, called to order the regular meeting of the Board of Directors at 11:45 a.m. on June 17, 2021. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA.

Board Members Present: Ashley Warner, Beth Smiley, Joanna Folsie-Alexander, Jason Roberts, Randy Slagle, Rob Brown, Jerome Dubose, Taylor Jamison, and Wanda Bennett.

Board Members Absent: Dick Bremer, Edie Festavan, Emma Hebert, Matthew Snyder, Pam Glorioso, and Shelli Murphy.

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

Approval of Agenda

Ms. Warner called for a motion to approve the agenda. Mr. Brown made a motion to approve the agenda and seconded by Ms. Bennett. All in favor none opposed with no public comment.

Approval of Minutes

Ms. Warner called for a motion to approve the May 20, 2021, regular scheduled Board meeting minutes. A motion was made by Mr. Roberts and seconded by Ms. Smiley. All in favor none opposed with no public comment.

- A. Financial Report –Mr. Gullatt reviewed the financial reports for May. 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 May.
- C. Occupancy Tax Report – Ms. Brown reviewed the occupancy report for May. Overall Shreveport-Bossier is up 16.54%.
- D. Tourism Summary Report – The report was not available and will be reviewed at the July meeting.
- E. Resolutions – The Finance Committee made a motion to authorize Ms. Brown, to execute on behalf of the Bureau and Shreveport-Bossier Sports Commission, a 10-year agreement with the Archery Shooters Association (ASA) and the LANG Camp Minden Training Site for the purpose for hosting the Archery Shooters Association Pro/Am Tour and/or other agreements relating to the 10-year

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agreement. Mr. Brown seconded. All in favor none opposed with no public comment.

- F. Selection of the Official Journal – The Finance Committee made a motion to approve the Focus SB a/k/a the Inquisitor as the official journal of the Bureau. Ms. Bennett seconded. All in favor none opposed with no public comment.

President's Report

Communications: Website traffic to Shreveport-Bossier.org and Fun Guide continue to trend up as we roll out the marketing and promotions for Press Play in regional markets. Boom or Bust website traffic went from the highest month in February of 3,513 pageviews to 12,131 in May because of a recent digital retargeting campaign. There were 375 media mentions of the Red River Balloon Rally with an equivalency value of \$315,647. Currently updating the Retire Shreveport-Bossier website and Boom or Bust Byway website. The next Be a Fan Ambassador Tour is scheduled for Saturday, September 18, 2021. New community partnership with KTBS. Walk-ins to the visitor center continue to increase.

Conventions: Oil and Gas Association Houston Chapter meet and greet, and sales calls in Houston. Gold Wing Road Riders Association – Wing Ding 43 will be held in Shreveport-Bossier June 29-July 3, 2022; economic impact is estimated to be \$1.5m direct impact. Hart Energy DUG (Oil and Gas) conference held their first meeting in Shreveport-Bossier since COVID-19, was a huge success with a direct impact of \$507k. Meeting Planner e-newsletter was created to mass email to all active contact, media, and individuals. Leads for the month are up.

Sports: Balloon Rally last minute venue change from LSUS to Brookshire Grocery Area was well received. Between the two days 15k people attended and \$100k was raised in sponsorships. Currently working on sponsorships for the Super Retriever Series that will be held July 15, 2021, and the LSU vs. LA Tech Basketball Game that will be held the same day as the Independence Bowl on December 18, 2021; exploring ways to promote together.

Legislative Update – H.B. 415 – TRID passed, waiting for the Governor's signature. H.B. 642 Am. Rescue Plan fund is also on the governor's desk, this would give money to CVB's, Lt. Governor's Office and Major Event Fund. The Louisiana Division of Administration (DOA) will write regulations on how the money will be disbursed through GOSHEP; regulations must be available and approved by the joint budget by July 31, 2021.

Short-Term Rental Update – Currently working with Caddo/Shreveport & Bossier Metropolitan Planning Commissions on basic registration and compliance regulations. Looking at ordinances on both sides and compliance software.

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Building Repairs/Bollards – The building repairs from the car accident are complete. The survey for the bollards is now with the engineering company and should be ready to submit next week.

Chairman's Report

A. Association Reports

- a. Restaurant Association –No report.
- b. Hotel/Motel Association – The May meeting was held at Sci-Port Discovery Center with Liz Swaine as the guest speaker. The July meeting will be held July 8, 2021, at the Downtown Hilton the topic will be on Lodging Industry Overview and Smith Travel Research Training.
- c. Attraction Association – A Social Media Marketing Seminar will be held, Tuesday, August 31, 2021, at the Shreveport Aquarium and the Power of Partnerships/Speed Networking will be held on Tuesday, November 16, 2021 at the Shreveport Cohab.

Next Meeting:

Board Meeting – Thursday, July 22, 2021

Agenda items for upcoming meeting:

Adjourned: Meeting was adjourned at approximately 12:37 p.m.

Approved:

Ashley Warner
Chairman

Jason Roberts
Secretary