

**OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
VISIT SHREVEPORT-BOSSIER
June 20, 2024**

Call to Order

Beth Smiley, Board Chairman, called to order the regular meeting of the Board of Directors at 11:36 a.m. on June 20, 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, Jerome DuBose, Pam Glorioso, Randy Slagle, Rob Brown, and Tiffany Evans.

Board Members Absent: Charles Johnson, Jason McKinney, Jason Roberts, and Joanne Fayard.

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

Opportunity for Public Comment: No public was present.

Approval of Agenda

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

Approval of Minutes

Ms. Smiley called for a motion to approve the May 16, 2024, regularly scheduled board meeting minutes. Mr. Brown made a motion to approve the minutes seconded by Ms. Glorioso. All in favor, none opposed, with no public comment.

Finance Committee

- A. **Financial Report** – Mr. Bronson reviewed the May financials with the board. Ms. Slagle made a motion to approve; seconded by Ms. Glorioso. All in favor none opposed with no public comment.
- B. **Check Register** – Mr. Bronson answered all questions about the May check register.
- C. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy tax report for May. Overall Shreveport-Bossier is down 4.27% YTD for May 2024.
- D. **Tourism Summary Report** – Ms. Brown reviewed the March, April, and May 2024 tourism summary reports.
- E. **Selection of the Official Journal** - A motion was made by Mr. Brown to select the Shreveport Times as the official journal; seconded by Ms. Slagle. All in favor none opposed with no public comment.
- F. **Surplus Items** – A motion was made by Mr. DuBose to surplus the White F150 Ford truck and the 50+ conference chairs; seconded by Mr. Anderson. All in favor none opposed with no public comment.
- G.

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President Reports

Conventions – Hosted Summer Sales Blitz in Baton Rouge June 11 & 12, partnered with Dimension Hospitality properties and the Hilton Shreveport. Following up with domestic and international tour operators and wholesalers promoting Group Experiences. Hired Amy McGee as the Convention Sales Manager. The Louisiana Municipal Association Annual Convention and Louisiana Travel Association Annual Summit will be here in August.

Communications – Ms. Brown introduced Alex Einerson, Director of Marketing & Communications, to the board. MMGY was in town for a video micro shoot. Had a Casino Consortium Marketing meeting to create a plan to market the area’s gaming collectively. Publicity for the powerboat garnered over a dozen media mentions in local news outlets and publications, contributing to the crowd in attendance viewing the races on both sides of the river.

Sports Commission – The Centerpoint Energy Red River Balloon Rally will be held July 12-13, 2024, at Louisiana Downs. Hosted several planning meetings to finalize the Red River Rumble F1 Powerboat Showdown with SPAR and Mudbug Madness. Hosted USTA Tennis, Excellence in Hospitality Awards, Open Range Rodeo, Red River Rumble F1 Powerboat Showdown, and Fit for Life Optimum Classic.

Destination Development – Hosted a Blight Elimination Action Plan Committee meeting on May 28, 2024. The Master Plan is now available in book form. Meet with SPORTRAN to discuss the connectivity and execute a trolley service around Downtown Shreveport, Casinos, East Bank, etc.

Legislative Update – Ms. Brown updated the board on the legislative session.

Employee Update – Hired Molly Newberry as the Finance Manager. Molly is taking Ruth Hunter’s place, as Ruth is retiring.

Chairman’s Report

A. Association Reports

- i. **Restaurant Association:** No report.
- ii. **Hotel/Motel Association:** Hampton on Gould Drive is getting a refresh.
- iii. **Attractions Association:** No report.

Next Meeting:

- Board Meeting- July 25, 2024

Agenda items for the upcoming meeting:

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Adjourned: The meeting was adjourned at approximately 12:27

p.m.

Approved:

Beth Smiley
Chairman

Andrea Butler
Secretary