

**OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
VISIT SHREVEPORT-BOSSIER
August 15, 2024**

Call to Order

Beth Smiley, Board Chairman, called to order the regular meeting of the Board of Directors at 11:35 a.m. on August 15, 2024. The meeting was held at Visit Shreveport-Bossier, 629 Spring Street, Shreveport, LA.

Board Members Present: Beth Smiley, Billy Anderson, Casey Hartley, Jason McKinney, Jerome DuBose, Joanne Fayard, Pam Glorioso, Randy Slagle, Rob Brown, Charles Johnson, and Tiffany Evans.

Board Members Absent: Andrea Bulter

Staff Members Present: Stacy Brown, Aaron Bronson, Charlie Rice, Karen Barnes, and Serena Gray.

Opportunity for Public Comment: No public comment.

Approval of Agenda

Ms. Smiley called for a motion to approve the agenda with the addition of the Santa Calls Resolution. Ms. Glorioso made a motion to approve, which Mr. Anderson seconded. All in favor, none opposed, with no public comment.

Approval of Minutes

Ms. Smiley called for a motion to approve the July 25, 2024, regularly scheduled board meeting minutes. Ms. Slagle made a motion to approve, seconded by Ms. Glorioso. All in favor, none opposed, with no public comment. Ms. Glorioso motioned to amend the Santa Calls resolution wording from “that any tax money VSB gives to any entity must show a return on investment through people staying at hotels” to “the return on investment through tourism expenditures,” seconded by Mr. Anderson. All in favor, none opposed, with no public comment. Ms. Glorioso motioned to delete the added item on the agenda for Santa Calls, seconded by Mr. McKinney. All in favor, none opposed, with no public comment.

Ms. Brown introduced Serena Gray as the new Vice President of Marketing and Communications.

Finance Committee

- A. **Financial Report**—Mr. Bronson reviewed the July financials with the board. The Finance Committee made a motion to approve, seconded by Ms. Hartley. All were in favor, none opposed, and there was no public comment.
- B. **Check Register** – Mr. Bronson answered all questions about the July check register.
- C. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy tax report for July. Overall, Shreveport-Bossier is down 5.23% YTD.

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- D. **Tourism Summary Report** – Not available.
- E. **Grant Application** – *State Fair of Louisiana* – The Finance Committee motioned to make the State Fair of Louisiana a Legacy at \$15,000, seconded by Mr. DuBose. All in favor, none opposed, with no public comment.

President Reports

Ms. Brown updated the board on her and Serena Gray’s travel to Columbus, Ohio for the Educational Seminar for Tourism Organizations (ESTO) Conference.

The Louisiana Travel Summit will be held at the Shreveport Convention Center from August 26 to August 29, 2024.

Conventions— Hosted the Louisiana Municipal Association (LMA), August 1-3, 2024 with approximately 1,000 attendees for four nights. Assisted the Sports Commission with the Red River Balloon Rally. A direct/email campaign with the Rewards Program for meetings and conventions and Mardi Gras Bash 2025.

Communications—Red River Balloon Rally marketing included a well-rounded campaign of diverse advertising elements in the paid and organic sectors, with a focus on markets within a one-day drive time. With around 5,000 visitors in town for the Diamond Youth Baseball, a local message was targeted to their locations and hotels, encouraging them to visit local restaurants and attractions during their stay.

Sports Commission hosted the Red River Balloon Rally at Louisiana Downs, and 15,000 people were in attendance during the two-day event. Worked closely with Bossier Dixie and Bossier Parks and Recreation to facilitate and finish planning for the DYB World Series. Battle of the Bags will be held on September 7, 2024, and the Texas Cornhole League Signature Series will be held on September 19-21, 2024.

Destination Development: Partnered with the cities of Shreveport and Bossier to readily prepare for the Louisiana Municipal Association. A press conference was held on July, 29, 2024 with Mayor Arceneaux and Mayor Chandler to announce Shreveport Green and Keep Bossier Beautiful regarding the the Great America Cleanup which will remove twenty-five billion pieces of rubbish and beautify 25,000 local communities between July 29 and July 4, 2025.

Humor & Harmony Weekend Update: Final numbers are not in but looking strong. Mr. Bronson gave the board an overview on the weekend.

Mr. Johnson would like to have someone to represent 50 Cent on the board.

Chairman’s Report

A. Association Reports

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- i. **Restaurant Association:** No report.
- ii. **Hotel/Motel Association:** No report.
- iii. **Attractions Association:** Wiener Dog races will be held on September 2, 2024, and Super Derby 2024 on September 14, 2024, at Louisiana Downs.

Mr. Anderson informed the board that a public listening session for the Shreveport Master Plan Committee will be held on September 14, 2024, at Riverview Hall.

Next Meeting:

- Board Meeting- September 19, 2024

Agenda items for the upcoming meeting:

Adjourned: The meeting was adjourned at approximately 12:36 p.m.

Approved:

Beth Smiley
Chairman

Andrea Butler
Secretary