

**OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE  
VISIT SHREVEPORT-BOSSIER  
September 19, 2024**

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**Call to Order**

Charles Johnson, Board Treasurer, called the regular meeting of the Board of Directors to order at 11:43 a.m. on September 19, 2024. The meeting was held at Visit Shreveport-Bossier, 629 Spring Street, Shreveport, LA.

**Board Members Present:** Andrea Butler, Billy Anderson, Cashey Hartley, Charles Johnson, Jason McKinney, Jason Roberts, Joanne Fayard, Rob Brown, and Tiffany Evans.

**Board Members Absent:** Beth Smiley, Jerome DuBose, Pam Glorioso, and Randy Slagle.

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

**Opportunity for Public Comment:** No public comment.

**Approval of Agenda**

Mr. Johnson called for a motion to approve the agenda. Ms. Fayard 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 August 15, 2024, regularly scheduled board meeting minutes. Ms. Fayard made a motion to approve, seconded by Mr. Anderson. All in favor, none opposed, with no public comment.

**Finance Committee**

- A. **Financial Report**—Mr. Bronson reviewed the August financials with the board. Mr. McKinney made a motion to approve, seconded by Mr. Anderson. All were in favor, none opposed, and there was no public comment.
- B. **Check Register** – Mr. Bronson answered all questions about the August check register.
- C. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy tax report for August. Overall, Shreveport-Bossier is down 4.18 YTD.
- D. **Tourism Summary Report** – Ms. Brown reviewed the July and August reports.
- E. **Grant Applications**
  - ***Belcher Fall Festival***—Ms. Fayard motioned to approve up to \$3,000, seconded by Mr. Brown. All were in favor, none opposed, and there was no public comment.
  - ***Shreveport BREW***—Mr. Anderson motioned to approve up to \$3,500, seconded by Ms. Evans. All were in favor, none opposed, and there was no public comment.

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- ***Christmas in Roseland***—Mr. Brown motioned to approve up to \$7,000, seconded by Mr. McKinney. All were in favor, none opposed, and there was no public comment.
  - ***SnoPort***—Ms. Fayard motioned to approve up to \$3,000, seconded by Mr. Brown. All were in favor, none opposed, and there was no public comment.
  - ***Day of the Dead*** – Ms. Hartley motioned to approve up to \$3,000, seconded by Mr. Anderson. All were in favor, none opposed, and there was no public comment.
- F. **Ordinance for Occupancy Tax** – Mr. Roberts motioned to accept the ordinance for the occupancy tax, seconded by Mr. Anderson. All were in favor, none opposed, and there was no public comment.
- G. **Resolution for Signing Authority** – Ms. Evans motioned to approve the signing resolution, seconded by Mr. McKinney. All were in favor, none opposed, and there was no public comment.

**President Reports**

**Conventions:** Hosting two international tour operators with the Louisiana Office of Tourism. Attended the Connect Marketplace in Milwaukee. Jessica Rodgers joined the Board of Directors for MPI Dallas as the Director of Membership for 2024-2025.

**Communications:** Currently working on Fall Festivals and holiday campaigns. Two influencers came in and posted positive reviews & assets in June. A team from MMGY did a microshoot, which will be used for the holiday campaign.

**Sports Commission:** Wrapped up the Dixie Youth Baseball (DYB) World Series, hosted a press conference, and had post-event recaps with Bossier Dixie and Bossier Parks and Recreation on plans to host larger tournaments at Tinsley Park. Met with the Rougaroux Arena Football Team to discuss how we can partner.

**Destination Development:** Ms. Barnes attended the monthly North Louisiana Business Association luncheon to connect with civic leaders and participated in the I-49 Connector meeting to better understand the project's status. We were partnering with AMI Kids Career Day on November 21, 2024.

**LTA Summit:** We hosted the Louisiana Travel Association (LTA) Travel Summit at the Shreveport Hilton on August 27-29, 2024. It was a great event, and Scott Muscutt was the closing speaker.

**Budget Timeline**

- November 12, 2024 – Board Budget/Business Plan Review Meeting @ 11:00 a.m
- November 14, 2024 – Board Meeting and Budget Approval @ 10:00 a.m.

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**Chairman's Report**

**A. Association Reports**

- i. **Restaurant Association:** No report.
- ii. **Hotel/Motel Association:** Meeting last week. Joanna Folsie-Alexander is now the president.
- iii. **Attractions Association:** No report.

**Next Meeting:**

- Board Meeting - October 17, 2024

**Agenda items for the upcoming meeting:**

**Adjourned:** The meeting was adjourned at approximately 12:32 p.m.

**Approved:**

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Beth Smiley  
Chairman

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Andrea Butler  
Secretary