

**OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE  
SHREVEPORT-BOSSIER CONVENTION & TOURIST BUREAU  
September 21, 2023**

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**Call to Order**

Beth Smiley, the Vice Chairman, called to order the regular meeting of the Board of Directors at 11:53 a.m. on September 21, 2023. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA.

**Board Members Present:** Andrea Butler, Ashley Warner, Beth Smiley, Casey Hartley, Jason McKinney, Charles Johnson, Jason Roberts, Jerome DuBose, Joanne Fayard, Joanna Folsie-Alexander, Pam Glorioso, Randy Slagle, Rob Brown, and Tiffany Evans.

**Board Members Absent:** Billy Anderson.

**Staff Members Present:** Stacy Brown, Aaron Bronson, Katharyn DeVille, and Charlie Rice.

**Opportunity for Public Comment:** Ferris Stanfield, Intern with the Louisiana Boardwalk was in attendance.

**Approval of Agenda**

Mr. Roberts called for a motion to approve the agenda. Ms. Folsie-Alexander made a motion to approve the agenda.; seconded by Mr. McKinney. All in favor none opposed with no public comment.

**Approval of Minutes**

Mr. Roberts called for a motion to approve the August 17, 2023, meeting minutes. Mr. McKinney made a motion to approve the minutes and seconded Ms. Evans. All in favor none opposed with no public comment.

**Special Guest:** Rob Brazzel, State Fair of Louisiana Interim President & GM, and Peggy Swindle. Mr. Brazzel updated the board on the changes to the State Fair this year, the main focus is safety and family.

- A. **Financial Report** – Mr. Bronson reviewed the August financials with the board. The Finance Committee made a motion to approve the financials and seconded Ms. Smiley. All in favor none opposed with no public comment.
- B. **Check Register** – Ms. Brown answered all questions regarding the check register for August.
- C. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy tax report. Overall Shreveport-Bossier is up 2.56% YTD.
- D. **Tourism Summary Report** – Ms. Brown reviewed July tourism summary

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reports.

- E. **Grant Applications – *Pioneer Heritage Festival/Glow Fest Greenwood*** – The Finance Committee made a motion to approve up to 3,000; seconded by Mr. Brown. All in favor none opposed with no public comment. ***Independence Bowl*** – The Finance Committee made a motion to approve up to \$3,125; seconded by Ms. Slagle. All in favor none opposed with no public comment. ***Rock the Clock*** – Mr. Johnson made a motion to table this request and request more information on hotel room nights, advertising, etc. to discuss further at the November board meeting; seconded by Mr. DuBose. All in favor none opposed with no public comment.

### **President Reports**

Ms. Brown provided updates on the Boom or Bust Byway Corridor Management Plan; Equine Arena proposal and DMP Steering Committee.

**Strategic Planning Update:** Staff agreed with the board's recommendation to narrow down to a purpose statement and proposed the following: "Two Cities. One Heart. Uniting the Communities Through Tourism, Sports, Festivals, and Events."

**Communications:** Public relations value YTD is \$4.7 million; mentions 7,542 vetted clips and more than 4 billion in circulated reach. Currently working on a new banner for the VSB home page. Traveling to Dallas for the Culinary Trails with two chefs from the Shreveport-Bossier area. I-20 Traffic Talk will be sharing alternate routes to get to businesses in the area during the I-20 construction.

**Conventions:** Attended Connect Marketplace in Minnesota; the team conducted 70+ one-on-one meetings with vetted meetings and event planners. Hosted the National Square Dance Executive Committee for the March 2024 pre-conference and June 2025 National Convention. The Louisiana Relator Association will be here in September 2023, with 306 booked rooms. The National Tour Association is scheduled to be here on November 2023 with 2,134 booked rooms.

**Sports Commission:** Hosted the Gulf Coast Athletic Conference on a site visit for the GCAC Volleyball Championships to be held November 4-7, 2023. Attended the Louisiana Travel Summit, met with statewide partners, and discussed certain standards to put in place for sports. The sports team had their staff retreat to discuss policies and practices that they would like to implement and discussed the 2024 budget.

### **Strategic Planning/DNEXT/Budget Timeline:**

- Board Budget/Business Review Meeting – November 7, 2023
- Board Meeting – 2024 Budget Approval Meeting – November 9, 2023

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**Chairman's Report**

**A. Association Reports**

- i. **Restaurant Association:** No report
  
- ii. **Hotel/Motel Association:** The next meeting will be held on October 12, 2023, location TBD.
  
- iii. **Attractions Association:** Currently working on updating the bylaws. The next SBAA seminar will be held in October, location to TBD.

**Next Meeting:**

- Finance Committee Meeting – October 19, 2023, @ 10:30 a.m.
- Board Meeting – October 19, 2023 @ 11:30 a.m.

**Agenda items for the upcoming meeting:**

**Adjourned:** The meeting was adjourned at approximately 1:00 p.m.

**Approved:**

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Jason Robert  
Chairman

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Joanna Folsie-Alexander  
Secretary