

Shreveport-Bossier Convention and Tourist Bureau

Board Minutes

September, August, July 2020

September 17, 2020

Call to order

Jason McKinney, Board Chairman, called to order the regular meeting of the Board of Directors at 11:26 a.m. on September 17, 2020. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA. A video conference was set up for listening purposes and public participation only.

Board Members Present: Dick Bremer, Jason McKinney, Jason Roberts, Joanna Folsie-Alexander, Pam Glorioso, Rob Brown, Sandy Cimino, Shelli Murphy, and Taylor Jamison.

Board Members on Conference Call: None

Board Members Absent: Ashley Davis, Beth Smiley, Edie Festavan, Emma Hebert, Matthew Snyder, Randy Slagle and Wanda Bennett.

Staff Members Present: Stacy Brown, Taylor Gullatt, Brandy Evans, David Bradley and Charlie Rice.

Approval of Agenda

Mr. McKinney called for a motion to approve the agenda. A motion to add the PrizeFest grant application to the agenda by Ms. Folsie-Alexander and seconded by Mr. Bremer. Mr. Roberts made a motion to approve the agenda and seconded by Ms. Glorioso. All in favor none opposed with no public comment.

Approval of Minutes

Mr. McKinney called for a motion to approve the August 20, 2020 regular scheduled Board and Finance Committee meeting minutes. A motion was made by Mr. Bremer and seconded by Ms. Cimino. All in favor none opposed with no public comment.

Opportunity for Public Comment

Public was given opportunity to email ahead and to participate by video conference. No emails received and no public participated on the video conference.

President's Report

Communications: Travel Outlook Conference went well. Working on updating all of the content, photos and some layout changes on both websites www.SBFunGuide.com and

www.Shreveport-Bossier.org. Will have a focus group study the website to provide more user feedback for future updates and revisions. The Press Play campaign has launched, the goal is to book hotel rooms, book airfare, and trip inspiration measured by visits to website. The Getaways e-newsletter has been redesigned and will be updating the Weekend Tourism Update to streamline content and make more visually appealing. Hosted the Louisiana Travel Association Board Meeting dinner at MS Kick. Working with the convention/tourism staff on 2021 marketing efforts. Revamping the design of 20x49.com.

Sales and Service: Headed to Dallas to attend the MPI luncheon; co-sponsoring with Dallas CVB. The Shreveport Convention Center is open to 250 people or 75% capacity per event in Phase Three. Hurricane evacuees/Swepco lineman brought over 2,500 room nights. Received verbal confirmation from Gold Wing Road Riders Association for June 2022; estimated at 4,580 room nights. GETABED webinar is scheduled for October to continue to increase production from the wholesale markets. Tourism hotel pilot package will launch in October for hotels and attractions who want to be included for Q4 2020.

Sports: Announcing the 2020 USA Boxing National Championships today. The event will take place from November 29 to December 13, 2020 at the Shreveport Convention Center and will bring in more than 1,000 boxers, several hundred coaches and friends and family. Ruston and Monroe have both announced building a \$18-\$20 million-dollar indoor sports complex. Invested in George's Pond to outfit their venue with locker rooms and video room that will allow them to be a more competitive backup to the CenturyLink Center when the venue is not available. Working on numerous events for 2021.

Travel Outlook Conference Overview – Ms. Brown reviewed the slides Mr. Adam Sacks presented at the conference.

Legislative Update – Senate voted down the new Coronavirus relief package.

Board/Staff Planning Retreat – Will be held at the Hilton/Homewood Suites in Bossier on Monday, September 28, 2020 from 8:30 a.m. to 12:00 p.m.

Financials

- A. Financial Report – Ms. Brown and Mr. Gullatt reviewed the financial reports for August. A motion was made by Ms. Glorioso and seconded by Mr. Bremer. All in favor none opposed with no public comment.
- B. Budget Update – Ms. Brown and Mr. Gullatt reviewed the budget updates.
- C. Occupancy Tax Report – Ms. Brown reviewed the occupancy report for July. Overall Shreveport-Bossier is down 26.83% YTD.

- D. Tourism Summary Report – Ms. Brown reviewed the Tourism Summary report for July.
- E. Check Register – Ms. Brown answered all questions regarding the check register for August.
- F. Grant Application Review –*State Fair of Louisiana* – The State Fair has been postponed to April 2021. They will be moving forward with the Junior Livestock Shows and the National Brahman Show from October 28 through November 4, 2020. Mr. Brown made a motion to amend the amount that was awarded at the August 20, 2020 board meeting from \$12,500 to \$5,000; seconded by Ms. Glorioso. All in favor none opposed with no public comment. *Drive-In Night at the Movies* – Mr. McKinney made a motion to amend the date change to October 30-31, 2020; seconded by Ms. Glorioso. All in favor none opposed with no public comment. *Film Prize/PrizeFest* – Mr. Jamison recused himself and left the room. Ms. Glorioso made a motion to approve up to \$3,000; Mr. Bremer seconded. All in favor none opposed with no public comment.
- G. Discussion of Grant Amount for events – Ms. Glorioso made a motion that the board set a rule that the total grant amount not exceed 2% of the overall bureau budget for the given calendar budgeted year going forward for future years, reviewed annually. Seconded by Ms. Folsie-Alexander. All in favor none opposed with no public comment.

Chairman's Report

A. Association Reports

Conflict of Interest Policy – Mr. Roberts made a motion to accept the Conflict of Interest Policy; seconded by Ms. Glorioso. All in favor none opposed with no public comment.

- a. Restaurant Association – will be meeting with the state association in the next few weeks.
- b. Hotel/Motel Association – the next meeting will be held October 8, 2020. Rob Brown has been appointed to the Shreveport-Bossier Convention and Tourist Bureau board to represent the Hotel/Motel Association.
- c. Attraction Association – will be meeting Friday, September 18, 2020.

Next Meeting:

Board Retreat, Monday, September 28, 2020

Board Meeting, Thursday, October 15, 2020

Board Budget/Business Review Meeting, Tuesday, November 3, 2020

Agenda items for upcoming meeting:

Adjourned: Meeting was adjourned at approximately 12:54 p.m.

Approved:

Jason McKinney
Chairman

Pam Glorioso
Secretary

August 20, 2020

Call to order

Jason McKinney, Board Chairman, called to order the regular meeting of the Board of Directors at 11:55 a.m. on August 20, 2020. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA. A video conference was set up for listening purposes and public participation only.

Board Members Present: Ashley Davis, Beth Smiley, Dick Bremer, Jason McKinney, Jason Roberts, Joanna Folse-Alexander, Matthew Snyder, Pam Glorioso, Sandy Cimino, Shelli Murphy and Taylor Jamison.

Board Members on Conference Call: Emma Hebert

Board Members Absent: Randy Slagle and Wanda Bennett.

Staff Members Present: Stacy Brown, Taylor Gullatt, Brandy Evans, David Bradley and Charlie Rice.

Approval of Agenda

Mr. McKinney called for a motion to approve the agenda. A motion to approve was made by Mr. Bremer and seconded by Ms. Cimino. All in favor none opposed with no public comment.

Approval of Minutes

Mr. McKinney called for a motion to approve the July 16, 2020 regular scheduled Board meeting minutes. A motion was made by Ms. Glorioso and seconded by Ms. Cimino. All in favor none opposed with no public comment.

Opportunity for Public Comment

Public was given opportunity to email ahead and to participate by video conference. No emails received and no public participated on the video conference.

Financials

- H. Financial Report –Ms. Brown and Mr. Gullatt reviewed the financial reports for July. A motion was made by the Finance Committee and seconded by Mr. Jamison. All in favor none opposed with no public comment.
- I. Budget Update – Ms. Brown and Mr. Gullatt reviewed the budget updates.
- J. Occupancy Tax Report – Ms. Brown reviewed the occupancy report for July. Overall Shreveport-Bossier is down 28.12% YTD.
- K. Audit Report – The Finance Committee meet with Travis Morehart for the full

audit report review. Mr. Bremer presented a summary of the annual audit report to the board. It was a clean report with no findings. Mr. Morehart complemented the board on their conservative financial performance.

- L. Tourism Summary Report – Ms. Brown reviewed the Tourism Summary report for July.
- M. Check Register – Ms. Brown answered all questions regarding the check register for July.
- N. Conflict of Interest Board Recusal Policy – Ms. Brown reviewed with the board. Will update with suggestions and present at next meeting.
- O. Grant Application Review – *The New Normal Drive In Live Concert* – Mr. Snyder recused himself and left the room. The Finance Committee made a motion to approve up to \$3,000; seconded by Ms. Glorioso. All in favor none opposed with no public comment. *Sci-Port – Sno-Port: Icicle Forest* – the Finance Committee made a motion to approve up to \$5,000; seconded by Ms. Folse-Alexander. All in favor none opposed with no public comment. *State Fair of Louisiana* – the Finance Committee made a motion to approve up to \$12,500; seconded by Mr. Bremer. All in favor none opposed with no public comment. *Rock Rally 4 Hope* – the Finance Committee made a motion to approve up to \$3,000 if in Phase 3; Mr. Roberts seconded. An amendment was made by Ms. Cimino that the event organizer has to provide they are following the State Fire Marshall & CDC guidelines; seconded by Ms. Folse-Alexander. All in favor none opposed with no public comment. *Drive-In Night at the Movies* – the date has changed to Halloween; Ms. Brown will update at the September meeting.
- P. Grant Information Flyer Handout – a flyer was designed to show what types of grants SBCTB have available for the board to handout.

A motion was made by Ms. Glorioso that the digital recordings of the board be held for one year; seconded by Mr. Snyder. All in favor none opposed with no public comment.

A motion was made by Ms. Glorioso to change the board meeting to 11:00 a.m. to include efforts of the Finance Committee with department reports first on the agenda; seconded by Mr. Jamison. All in favor none opposed with no public comment.

President's Report

North LA Travel Outlook Conference a daylong virtual workshop is scheduled for August 27, 2020. The Travel Outlook Conference goal is to help casinos, hotels, restaurants, attractions, festivals, and other tourism-related businesses gain valuable insight to help the

industry with recovery efforts from COVID-19. Industry leaders will provide researched-based guidance to help with 2021 budget plans and marketing efforts to stabilize tourism in Shreveport-Bossier.

Organization Next & Strategic Plan for rebuilding is scheduled for September 28-29 with the staff and board. There will be stakeholder interviews.

TeamLogic IT company have been upgrading the bureaus security and everyone's computer with Microsoft Teams and One Drive.

Communications: Ms. Evans updated the board on the Press and Play campaign results with 12,300 hotel rooms sold (June-July), 1,138 airline tickets sold (June-July) and 85,159 website session (May-June). There are 7 consumer public relations campaigns and 44 media placements in July. Receiving visitor guide requests from Texas and Arkansas. Top 5 viewed pages: Black Restaurants, Thing to Do/Family Fun, Homepage, Things to Do, COVID-19. Distributed 8 press releases, generated 152 media mentions and created 71 million impressions a PR value of \$148,000.

Sales and Service: The sales team continues to log trace activities with 1,405 completed transactions or touches. The current goal is to continue to mine for business concentrating on past leads and accounts. Hotel visits and updating CRM contacts. Sending direct mail to high value clients. Working with ASM Global and Fire Marshall on guidelines and what it will take to open the Convention Center.

Sports: Sports and leisure are going strong. Currently working with partners to attract new business opportunities. Transferring leads from Sales Force to Simpleview to maximize resource and streamline sponsorship data. Upcoming events: Optimum Classic – Aug. 29 at SCC; Fishers of Men, Sept. 24-26 – Red River; Bass Champs – Oct. 7-11 – Red River; Boy Scouts of American KSR Obstacle Challenge – Oct. 9-10; SHARKS Jet Rally (remote control airplanes) Oct. 15-17.

Legislative Update – Below 10% positivity rate on COVID-19. The federal act that includes PPP will come up in the senate in about 10 days. Did not receive any funds on the state level.

Chairman's Report

B. Association Reports

- d. Restaurant Association – A Zoom meeting is scheduled next week with the National Restaurant Association.

- e. Hotel/Motel Association – HLA board meeting was held on July 23 at the Bureau in person and via Zoom. September meeting will be held at the Bureau via Zoom liability/legal issues and best practices in cleaning & sanitizing will be discussed.
- f. Attraction Association – Working on crisis communication and how to deal with Anti-Maskers.

Ms. Cimino informed everyone that the Women's Commission has Human Trafficking Prevention stickers if anyone would like to have some.

Next Meeting:

Thursday, September 17, 2020

Agenda items for upcoming meeting:

- Discuss amount for event grants

Adjourned: Meeting was adjourned at approximately 1:11 p.m.

Approved:

Jason McKinney
Chairman

Pam Glorioso
Secretary

July 16, 2020

CERTIFICATION OF INABILITY TO OPERATE DUE TO LACK OF QUORUM

In accordance with Executive Proclamations JBE 2020-30, 2020-33, 2020-59, 2020-75 and 2020-84, issued by Governor John Bel Edwards on March 16, 2020, March 22, 2020, May 14, 2020, June 4, 2020 and June 26, 2020, respectively, and concurrence by the Attorney General on March 19, 2020, this notice shall serve as a certification of the Shreveport-Bossier Convention & Tourist Bureau of its inability to otherwise operate in accordance with the Louisiana Open Meetings Law due to a lack of a quorum as a result of the COVID-19 Public Health Emergency.

Pursuant to Section 2 of JBE 2020-84, the Shreveport-Bossier Convention & Tourist Bureau Board will provide for attendance at its next meeting, which is an essential governmental meeting, on July 16, 2020, via video/telephone conference. Considering the foregoing, and in accordance with Proclamation Numbers JBE 2020-30, JBE 2020-33, 2020-59, 2020-75 and 2020-84, the Shreveport-Bossier Convention & Tourist Bureau's board meeting on Thursday, July 16, 2020, at 11:30 A.M. will be held via video/telephone conference and in a manner that allows for observation and input by members of the public, as set forth in this Notice.

All other Open Meetings Law requirements have been met.

Call to order

Jason McKinney, Board Chairman, called to order the regular meeting of the Board of Directors at 11:51 a.m. on July 16, 2020. The meeting was held via video conference and in person.

Board Members Present: Beth Smiley, Jason McKinney, Joanna Folse-Alexander, Sandy Cimino and Shelli Murphy.

Board Members on Conference Call: Ashley Davis, Edie Festavan, Emma Hebert, Jason Roberts, Matthew Snyder, Pam Glorioso, Taylor Jamison and Wanda Bennett.

Board Members Absent: Dick Bremer and Randy Slagle.

Staff Members Present: Stacy Brown, Taylor Gullatt, Brandy Evans, David Bradley, Kelly Wells and Charlie Rice.

Approval of Agenda

Mr. McKinney called for a motion to approve the agenda. A motion to approve was made by Ms. Smiley and seconded by Ms. Cimino. All in favor none opposed with no public comment.

Approval of Minutes

Mr. McKinney called for a motion to approve the June 18, 2020 regular scheduled Board meeting minutes via conference call. A motion was made by Ms. Folse-Alexander and seconded by Ms. Smiley. All in favor none opposed with no public comment.

Opportunity for Public Comment

Public was given opportunity to email ahead and to participate by video conference. No emails received and no public participated on the video conference.

Financials

- Q. Financial Report –Ms. Brown and Mr. Gullatt reviewed the financial reports for June. A motion was made by the Ms. Smiley and seconded by Ms. Cimino. All in favor none opposed with no public comment.
- R. Occupancy Tax Report – Ms. Brown reviewed the occupancy report for June. Overall Shreveport-Bossier is down 27.24% YTD.
- S. Tourism Summary Report – Ms. Brown reviewed the Tourism Summary report for May.
- T. Check Register – Ms. Brown answered all questions regarding the check register for June.
- U. Grant Application Review
 - a) Ms. Brown reviewed the grant sub-committee recommendations with the Board.
 - b) Prize Foundation – Prize Palooza Concert – the Finance Committee made a motion to approve up to \$3,000; seconded by Ms. Cimino. There was a discussion of taking this \$3,000 grant under consideration when addressing the future Film Prize grant application. YEAS: Ashley Davis, Beth Smiley, Edie Festavan, Jason McKinney, Jason Roberts, Joanna Folse-Alexander, Pam Glorioso, Sandy Cimino, Shelli Murphy and Wanda Bennett. NAYS: Emma Hebert and Matthew Snyder. ABSTAIN: Taylor Jamison. ABSENT: Dick Bremer and Randy Slagle. No public comment.
 - c) Radiance Technologies Independence Bowl – the Finance Committee made a motion to approve up to \$12,500. YEAS: Ashley Davis, Beth Smiley, Edie Festavan, Emma Hebert, Jason Roberts, Joanna Folse-Alexander, Pam Glorioso, Sandy Cimino, Shelli Murphy, Taylor Jamison and Wanda Bennett. NAYS: None ABSTAIN: Matthew Snyder. ABSENT: Dick Bremer and Randy Slagle. No public comment.
 - d) Drive-In Night at the Movies – the Finance Committee made a motion to approve up to \$5,000. YEAS: Ashley Davis, Beth Smiley, Edie Festavan, Jason McKinney, Jason Roberts, Joanna Folse-Alexander, Pam Glorioso, Sandy Cimino, Shelli Murphy, Taylor Jamison and Wanda Bennett. NAYS: None

ABSTAIN: Matthew Snyder. ABSENT: Dick Bremer and Randy Slagle. No public comment.

President's Report

North LA Travel Outlook Conference a daylong virtual workshop is scheduled for August 27, 2020. The Travel Outlook Conference goal is to help casinos, hotels, restaurants, attractions, festivals, and other tourism-related businesses gain valuable insight to help the industry with recovery efforts from COVID-19. Industry leaders will provide researched-based guidance to help with 2021 budget plans and marketing efforts to stabilize tourism in Shreveport-Bossier.

Sales and Service: Actively entering traces into the system. Twenty-eight new accounts have been added to the system with 121 uploads from the Mint Database system. New templates and videos have been created for solicitation.

Sports: Working with Cargill Park BMX on improvements to the track before the state BMX meet; staff will be painting. The Remote Control Airplane park in north Caddo Parish are making improvements to their venue for their event in August. Generating 10 outdoor venue videos that can be used to solicit outdoor events.

Communications: Public relations – 8 campaigns and 29 media placements. Getting visitor guide requests form Texas and Arkansas. Web engagement is up, www.Shreveport-Bossier.org has seen a 41% increase in traffic from May and Fun Guide has seen a 112% increase. Expedia booking pace for our market in July is up 24% over last year due to the Expedia marketing campaign.

Legislative Update – The bill for PPP relief is in the Senate now.

LTA Summit/DI Annual Meeting – LTA Summit is postponed. The bureau staff participated in the DI Annual Meeting virtually on July 14-15.

Chairman's Report

C. Association Reports

- g. Restaurant Association – A call is scheduled for today with the association. Should have more information to share at next month's board meeting.
- h. Hotel/Motel Association – HLA board meeting is scheduled for next Thursday, July 23. August meeting will be held at the Bureau via Zoom.
- i. Attraction Association – SBAA board meeting is scheduled for next week.

Ms. Cimino informed everyone that the Women's Commission has Human Trafficking Prevention stickers if anyone would like to have some.

Next Meeting:

Thursday, August 20, 2020

Agenda items for upcoming meeting:

Adjourned: Meeting was adjourned at approximately 1:21 p.m.

Approved:

Jason McKinney
Chairman

Pam Glorioso
Secretary