

**Shreveport-Bossier Convention & Tourist Bureau
Board Minutes
June, July and August 2023 Minutes**

August 17, 2023

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 August 17, 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, Charles Johnson, Jason McKinney, Jerome DuBose, Joanne Fayard, Joanna Folse-Alexander, Pam Glorioso, Randy Slagle, Rob Brown, and Tiffany Evans.

Board Members Absent: Billy Anderson and Jason Roberts.

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

Opportunity for Public Comment:

Special Guest: Travis Morehart, Auditor

Approval of Agenda

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

Approval of Minutes

Ms. Smiley called for a motion to approve the June 22, 2023, meeting minutes. Mr. Johnson made a motion to approve the minutes and seconded Ms. Glorioso. All in favor none opposed with no public comment.

Audit Exit Report

Mr. Morehart presented the annual audit report. There were no findings for the 2021 year or current year audit for the year ended December 31, 2022.

- A. **Financial Report** – Mr. Bronson reviewed the June and July financials with the board. Ms. Glorioso made a motion to approve the financials and seconded Mr. McKinney. All in favor none opposed with no public comment.
- B. **Check Register** – Ms. Brown answered all questions regarding the check register for June and July.
- C. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy tax report. Overall Shreveport-Bossier is up 2.83% YTD.

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- D. **Tourism Summary Report** – Ms. Brown reviewed July tourism summary reports.
- E. **Grant Program Revision Update** – Ms. Brown updated the board on the grant program revision meeting held on August 4, 2023. Mr. Johnson suggested increasing the start-up event if the application is filled out correctly.
- F. **Surplus Items** - A motion was made by the Finance Committee to approve the list of surplus items; seconded by Ms. Folsie-Alexander. All in favor none opposed with no public comment.
- G. **Grant Applications – *Christmas in Roseland*** – Ms. Smiley recused herself and left the room prior to the review. Mr. Brown made a motion to approve up to \$7,000; seconded by Ms. Glorioso. All in favor none opposed with no public comment. ***State Fair of Louisiana*** – Ms. Glorioso made a motion to approve up to \$12,500; seconded by Ms. Slagle. All in favor none opposed with no public comment. ***Red River Revel*** – Ms. Glorioso made a motion to approve up to \$12,500; seconded by Mr. McKinney. All in favor none opposed with no public comment. ***Day of the Dead*** - Mr. McKinney made a motion to approve up to \$3,500; seconded by Ms. Evans. All in favor none opposed with no public comment. ***Film Prize*** – Ms. Glorioso made a motion to approve up to \$10,000; seconded by Mr. Johnson. All in favor none opposed with no public comment.

President Reports

Communications: The department is now fully staffed. Currently working on the fall campaign. A link will be sent out with three 15-second commercials for everyone to review and give feedback.

Conventions: Hosted a site visit with NTA officials and worked with the Shreveport Convention Center for the November 2023 convention. Attended MPI Awards of Excellence in Dallas. Assisted SWEPCO with the June 2023 storm to secure hotel rooms. Hosted a site visit with NSD officials finalizing the March 2024/June 2025 convention.

Sports Commission: The Red River Balloon Rally was a great success. Met with Mudbug Hockey to discuss their 2023 Training Camp and potential events for next year.. Met with Super Retriever Series to finalize the Pet Palooza event. The event team attended the Dixie Youth Baseball State Tournament in Ruston, LA to prepare for hosting in 2024.

Strategic Planning/DNEXT: The meeting will be held on September 19, 2023, at the Hilton Garden Inn/Homewood Suites in Bossier City.

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New Employees: Allie Doss has been hired as the new digital marketing manager and Tryan Jackson is the marketing intern.

Chairman's Report

A. Association Reports

- i. **Restaurant Association:** Mr. McKinney informed the board that South Louisiana would like to reinvigorate the association.
- ii. **Hotel/Motel Association:** Meeting was held at the Remington Suites on August 10, 2023. Mayor Arceneaux was the guest speaker.
- iii. **Attractions Association:** A quarterly seminar was held on July 25, 2023, at the American Rose Center. The next board meeting is scheduled for Wednesday, August 23, 2023.

Next Meeting:

- Board Retreat – September 19, 2023
- Finance Committee Meeting – September 21, 2023, @ 10:30 a.m.
- Board Meeting – September 21, 2023 @ 11:30 a.m.

Agenda items for the upcoming meeting:

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

Approved:

Jason Robert
Chairman

Joanna Folse-Alexander
Secretary

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July 2023 – No Board Meeting.

June 22, 2023

Call to Order

Jason Roberts, the Chairman, called to order the regular meeting of the Board of Directors at 11:43 a.m. on June 22, 2023. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA.

Board Members Present: Andera Butler, Ashley Warner, Billy Anderson, Casey Hartley, Charles Johnson, Jason McKinney, Jason Roberts, Jerome DuBose, Joanna Folse-Alexander, Pam Glorioso, Randy Slagle, Rob Brown, and Tiffany Evans.

Board Members Absent: Beth Smiley and Joanne Fayard.

Staff Members Present: Stacy Brown, 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. Glorioso 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 May 18, 2023, meeting minutes. Ms. Glorioso made a motion to approve the minutes and seconded Mr. Johnson. All in favor none opposed with no public comment.

- H. **Financial Report** – Ms. Brown reviewed the May financials with the board. Ms. Slagle made a motion to approve the financials and seconded Mr. DuBose. All in favor none opposed with no public comment.
- I. **Check Register** – Ms. Brown answered all questions regarding the check register for May.
- J. **Occupancy Tax Report** – Report not available.
- K. **Tourism Summary Report** – Ms. Brown reviewed April and May tourism

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summary reports.

- L. **Selection of the Official Journal** – A motion was made by Mr. Brown to select the Shreveport Times as the official journal; seconded by Ms. Glorioso. All in favor none opposed with no public comment.
- M. **Louisiana Compliance Questionnaire** – A motion was made to accept the Louisiana Compliance Questionnaire by Mr. DuBose; seconded by Mr. Roberts. All in favor none opposed with no public comment.
- N. **Salary Study/Adjustment** – A motion was made by Mr. Johnson to approve the salary increase for the Sports Director’s position effective June 1, 2023; seconded by Ms. Slagle. All in favor none opposed with no public comment.
- O. **Grant Program Revision Update** – A meeting will be scheduled in July to review the grant program.

President Reports

Communications: Ms. Brown updated the board on the 318 Restaurant Week results; 52 restaurants participated, the number one search topic on Shreveport-Bossier.org. Positive feedback from participating restaurants.

Conventions: National Tour Association (NTA) is in town for a site visit. House Hunters in the Benton area filming B roll footage. Assisted SWEPCO and Homeland Security with rooms after the bad storms that hit the area.

Sports Commission: Working with Louisiana Downs to finalize the Red River Balloon Rally details. Working with the Shreveport Convention Center to discuss the challenges with USA Judo. Stageworks construction is still moving forward. Working with the National Collegiate Wrestling Association on a two-year deal.

Destination Master Plan/Branding Update: Launched at the end of May. Great response, more people are getting involved. Working with the three Chambers of Commerce to roll out.

Legislative Update: No highs or lows in tourism this session.

New Employees: Kristina King has been hired as the Convention Sales Manager and Claire Guin as the CRM Sales/Service Coordinator.

Chairman’s Report

B. Association Reports

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- iv. **Restaurant Association:** Help with emergency needs for restaurants.

- v. **Hotel/Motel Association:** Meeting will be held at the Louisiana Downs on June 26, 2023.

- vi. **Attractions Association:** No report.

Next Meeting:

- Finance Committee Meeting – August 17, 2023, @ 10:30 a.m.
- Board Meeting – August 17, 2023, @ 11:30 a.m.

Agenda items for the upcoming meeting:

Adjourned: The meeting was adjourned at approximately 12:35 p.m.

Approved:

Jason Robert
Chairman

Joanna Folsie-Alexander
Secretary