

**OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE  
SHREVEPORT-BOSSIER CONVENTION & TOURIST BUREAU  
June 22, 2023**

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**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.

- A. **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.
- B. **Check Register** – Ms. Brown answered all questions regarding the check register for May.
- C. **Occupancy Tax Report** – Report not available.
- D. **Tourism Summary Report** – Ms. Brown reviewed April and May tourism summary reports.
- E. **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

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favor none opposed with no public comment.

- F. **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.
  
- G. **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.
  
- H. **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 Convention Sales Manager and Claire Guin as the CRM Sales/Service Coordinator.

**Chairman’s Report**

**A. Association Reports**

- i. **Restaurant Association:** Help with emergency needs for restaurants.
  
- ii. **Hotel/Motel Association:** Meeting will be held at the Louisiana Downs on June 26, 2023.

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iii. **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:**

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Jason Robert  
Chairman

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Joanna Folsie-Alexander  
Secretary