

**OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
SHREVEPORT-BOSSIER CONVENTION & TOURIST BUREAU
June – July – August 2022**

August 18, 2022

Call to Order

Pam Glorioso, Board Chairman, called to order the regular meeting of the Board of Directors at 11:38 a.m. on August 18, 2022. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA.

Board Members Present: Ashley Warner, Beth Smiley, Casey Hartley, Emma Hebert, Jason Roberts, Joanna Folsie-Alexander, Pam Glorioso, Rob Brown, Taylor Jamison, and Tiffany Evans.

Board Members Absent: Emma Hebert, Shelli Murphy, Randy Slagle, Wanda Bennett, Jerome DuBose, and Jason McKinney.

Special Guest: Travis Morehart, Auditor

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

Approval of Agenda

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

Approval of Minutes

Ms. Glorioso called for a motion to approve the August 2, 2022, regularly scheduled board meeting minutes. Mr. Roberts made a motion to approve the minutes and seconded by Ms. Evans. All in favor none opposed with no public comment.

Opportunity for Public Comment

No public comment.

- A. **Financial Report** – Mr. Bronson reviewed the July 2022 financials. A motion was made by the Finance Committee to approve and seconded by Mr. Roberts. All in favor none opposed with no public comment.
- B. **Check Register** – Mr. Bronson answered all questions regarding the check register for July.
- C. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy tax report for July. Overall Shreveport-Bossier is up 27.40%.

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D. **Tourism Summary Report** – Report not available.

Grant Application Review –*Battle on the Border* – The Finance Committee made a motion to approve up to \$3,750; seconded by Ms. Warner. 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 2020 year or current year audit for the year ended December 31, 2021.

President Reports

Communications: Katharyn DeVille has been hired as the new VP of Marketing and Communications and Allyson Walker has been hired as the Marketing Manager. Working with Zartico a research platform company that uses geolocation data to manage tourism growth. Billboards are up in Houston, Dallas, and Baton Rouge for Grambling vs. NSU. Currently working on the Fall Campaign – Culinary Trails. Planning town hall meetings with the community regarding the Destination Master Plan and Branding.

Conventions: Great appointments at Connect Marketplace. SATW site visit went well, planning to attend the MPI Networking Event in Dallas in September. Leads are up in Conventions and Tourism.

Sports Commission: Expo Hall conversion going well, demo downstairs and reno upstairs, tour in October or November. Grambling vs. Northwestern Football Game will be held September 10, 2022, at Independence Stadium. Planning a Pet Parade at Louisiana Boardwalk during the Total Dog Invitational. Won a bid for the 2023 & 2024 LHSA State Wrestling Championship and 2024 Dixie Youth World Series. Utilizing new volunteer management software starting September 1, 2022.

Destination Marketing Plan and Branding Update: Town Hall meetings with consultants the week of September 7-9, 2022. Will be sending out a Resident Sentiment Survey in September/October.

Chairman's Report

A. Association Reports

- i. **Restaurant Association:** No report available.
- ii. **Hotel/Motel Association:** A hotelier tour was scheduled on July 14, 2022, from 12:00 p.m. to 3:30 p.m., the tour included lunch and updates from the Bossier Chamber, East Bank District, and Liz Swaine.
- iii. **Attractions Association:** Applications are being accepted through September 1, 2022.

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Next Meeting:

Board Meeting – Thursday, September 15, 2022, @ 11:30 a.m.

Agenda items for the upcoming meeting:

Adjourned: Meeting was adjourned at approximately 12:24 p.m.

Approved:

Pam Glorioso
Chairman

Beth Smiley
Secretary

August 2, 2022

Call to Order

Pam Glorioso, Board Chairman, called to order the regular meeting of the Board of Directors at 9:33 a.m. on August 2, 2022. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA. There was not a quorum for the regularly scheduled July 28, 2022 meeting.

Board Members Present: Beth Smiley, Casey Hartley, Emma Hebert, Jason Roberts, Jerome DuBose, Pam Glorioso, Rob Brown, Shelli Murphy, and Tiffany Evans.

Board Members Absent: Ashley Warner, Joanna Folsie-Alexander, Randy Slagle, Taylor Jamison, Wanda Bennett, and Jason McKinney.

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

Approval of Agenda

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

Approval of Minutes

Ms. Glorioso called for a motion to approve the June 16, 2022, regularly scheduled board meeting minutes. Mr. DuBose made a motion to approve the minutes and seconded by Ms. Evans. All in favor none opposed with no public comment.

Opportunity for Public Comment

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No public comment.

- E. **Financial Report** –Mr. Bronson reviewed the June 2022 financials. A motion was made by Mr. Roberts to approve and seconded by Ms. Hebert. All in favor none opposed with no public comment.

- F. **Check Register** – Mr. Bronson answered all questions regarding the check register for June.

- G. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy report for June. Overall Shreveport-Bossier is up 33.36%.

- H. **Tourism Summary Report** – Ms. Brown reviewed the Tourism Summary report for May and June.

Grant Application Review – Mr. Roberts made a motion to approve the following grants: *Battle on the Border* - 2021 grant reimbursement of \$7,000 that was not processed in 2021 due to not receiving the final report although it had been emailed to us. For the **2022 Battle on the Border**, more information has been requested and will be reviewed at the August 18, 2022 board meeting; *The Real Gunkie Festival* –approve up to \$750; *Pioneer Heritage Festival/Glow Greenwood* approve up to \$3,000 for 2022 when they reapply for 2023 the grant amount will be up to \$1,500; *Prize Fest* –approve up to \$12,500; **11th Annual Shreveport Blues and Southern Pre-Labor Day Festival** –approve up to \$2,500; seconded by Ms. Hartley. All in favor none opposed with no public comment.

Personnel Committee

The committee recommended a pay increase for three employees below their graded job minimum and a 3% COLA increase for all employees hired prior to June 1, 2022, starting in August 2022. A motion was made by Mr. DuBose to approve the resolution; seconded by Mr. Roberts. All in favor none opposed with no public comment.

Next Meeting:

Board Meeting – Thursday, August 18, 2022, @ 11:30 a.m.

Agenda items for the upcoming meeting:

Adjourned: Meeting was adjourned at approximately 9:52 a.m.

Approved:

Pam Glorioso

Chairman

Beth Smiley

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July 21, 2022 No Quorum

June 16, 2022

Call to Order

Pam Glorioso, Board Chairman, called to order the regular meeting of the Board of Directors at 11:53 a.m. on June 16, 2022. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA.

Board Members Present: Ashley Warner, Beth Smiley, Casey Hartley, Jerome DuBose, Joanna Folse-Alexander, Pam Glorioso, Randy Slagle, Jason Roberts, Shelli Murphy, and Tiffany Evans.

Board Members Absent: Emma Hebert, Rob Brown, Taylor Jamison, Wanda Bennett, and Jason McKinney.

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

Approval of Agenda

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

Approval of Minutes

Ms. Glorioso called for a motion to approve the May 19, 2022, regularly scheduled board meeting minutes. Ms. Folse-Alexander made a motion to approve the minutes and seconded Mr. DuBose. All in favor none opposed with no public comment.

Opportunity for Public Comment

No public comment.

- I. **Financial Report** –Mr. Bronson reviewed the May 2022 financials. A motion was made by Mr. DuBose to approve and seconded by Ms. Slagle. All in favor none opposed with no public comment.

- J. **Check Register** – Mr. Bronson answered all questions regarding the check register for May.

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- K. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy report for April. Overall Shreveport-Bossier is up 40.55%.

- L. **Tourism Summary Report** – report not available.

- M. **Selection of Official Journal** –Submissions were reviewed. A motion was made by Ms. Smiley to approve the Shreveport Times as the official journal of the Bureau and was seconded by Ms. Warner. All in favor none opposed with no public comment.

President's Report

David Bradley will be returning to work with the bureau as the new Vice President of Business Development. He will be over Conventions, Tourism/Sales, and Sports Commission.

Communications: Working with Searchwide for VP of Communications candidates. Hosted a travel writer from the United Kingdom. Currently in the process of getting the visitor's guides reprinted.

Conventions: Gold Wings Wing Ding 43 will be from June 28 through July 2, 2022. National Square Dance Bid presentation on June 23, 2022. Lunch & Learn is hosted by the SBCTB Sales Staff. Attended the Connect Marketplace; met with 80 meeting planners.

Sports: Just finished up with the USA Volleyball; received great media coverage. The 2022 US Team National Hot Air Balloon Competition & Red River Balloon Rally will be held at Brookshire Grocery Arena on June 20 – 25, 2022. Partnering with the City of Shreveport with the Fourth of July fireworks.

Destination Marketing Plan and Branding Update: Stewart Colovin from MMGY Global will be in town the week of June 27, 2022, to talk to community partners on branding. Greg Oats and Stewart Colovin will be in town the week of July 11, 2022.

Chairman's Report

Association Reports

- a. Restaurant Association – No report.

- b. Hotel/Motel Association – Very productive planning meeting on June 15, 2022, for the rest of the year. Planning an Ambassador Tour in July to tour the downtown area.

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c. Attractions Association – Currently working on getting grant applications out.

Next Meeting:

Board Meeting – Thursday, July 21, 2022, @ 11:30 a.m.

Agenda items for the upcoming meeting:

Adjourned: Meeting was adjourned at approximately 12:35 p.m.

Approved:

Pam Glorioso
Chairman

Beth Smiley
Secretary