

**Shreveport-Bossier Convention & Tourist Bureau
Board Minutes
May, April, and March 2023 Minutes**

May 18, 2023

Call to Order

Jason Roberts, the Chairman, called to order the regular meeting of the Board of Directors at 11:39 a.m. on May 18, 2023. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA.

Board Members Present: Andrea Butler, Beth Smiley, Billy Anderson, Casey Hartley, Charles Johnson, Jason McKinney, Jason Roberts, Jerome DuBose, Joanne Fayard, Pam Glorioso, Randy Slagle

Board Members Absent: Ashley Warner, Rob Brown, and Tiffany Evans.

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

Guest: Shelly Green with MMGY Global Next Factor.

Opportunity for Public Comment: No public was present.

Approval of Agenda

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

Approval of Minutes

Mr. Roberts called for a motion to approve April 20, 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** – Mr. Bronson reviewed the April financials with the board. Mr. DuBose 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 March.
- C. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy tax report for March. Overall Shreveport-Bossier is up 4.59% YTD.

Shreveport-Bossier Convention & Tourist Bureau
Board Minutes
May, April, and March 2023 Minutes

- D. **Tourism Summary Report** – Report not available.
- E. **Grant Applications – *Let the Good Times Roll*** - the finance committee made a motion to approve up to \$5,000; seconded by Ms. Glorioso. All in favor none opposed with no public comment. ***Sci-Port: GamePort***– the finance committee made a motion to approve up to \$5,000; seconded by Mr. DuBose. All in favor none opposed with no public comment.

President Reports

Mr. Roberts updated the board on the smoking ban in the Shreveport casinos.

Ms. Green updated the board on the grant process. The final report will be presented to the board at the June meeting.

Ms. Brown updated the board on a meeting with Ms. Ragle regarding Stageworks.

Conventions: Room nights have doubled this year. A new Convention Sales Manager Kristina King and a new CRM and Sales Coordinator Claire Guin will start on June 5, 2023. Attended the National Tour Association Convention conference in Wyoming. Attended the Southeast Tourism Society annual conference in Alabama.

Sports Commission: Red River Balloon Rally will be held at Louisiana Downs Racetrack. In April the sports team worked to host seven sporting events in the market. Working with Sports South on their 2024 client appreciation event. Spoke at the Bossier Parish Police Jury to thank them for the updates to the Camp Minden facility for the Archery Shooter Association Tournament.

Destination Master Plan/Branding Update: The Destination Plan and Brand will be unveiled on May 25, 2023, at 11:00 a.m. at the Shreveport Convention Center in the Red River Ballroom.

Excellence in Hospitality Awards: Was held on Thursday, May 11, 2023, at Bally’s Casino & Resorts.

Legislative Update: A bill is in committee to raise the hotel occupancy taxes in Denham Springs to help pay the police and fire. The board passed a resolution in opposition to this bill.

Shreveport-Bossier Convention & Tourist Bureau

Board Minutes

May, April, and March 2023 Minutes

Chairman's Report

A. Association Reports

- i. **Restaurant Association:** No report.

- ii. **Hotel/Motel Association:** Meeting will be held at the Louisiana Downs on May 30, 2023.

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

Next Meeting:

- Finance Committee Meeting – June 15, 2023, @ 10:30 a.m.
- Board Meeting – June 15, 2023, @ 11:30 a.m.

Agenda items for the upcoming meeting:

Adjourned: The meeting was adjourned at approximately 12:47 p.m.

Approved:

Jason Robert
Chairman

Joanna Folsie-Alexander
Secretary

Shreveport-Bossier Convention & Tourist Bureau

Board Minutes

May, April, and March 2023 Minutes

April 20, 2023

Call to Order

Jason Roberts, the Chairman, called to order the regular meeting of the Board of Directors at 11:39 a.m. on April 20, 2023. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA.

New Board Member: Mr. Brown welcomed Mr. Billy Anderson. Mr. Anderson was appointed by the Shreveport African American Chamber of Commerce as Mr. Jamison's replacement.

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

Board Members Absent: Joanna Folse-Alexander

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

Opportunity for Public Comment: No public was present.

Special Guests: Stephen Fortson & Brandon Pang with Bradley Murchison Law Firm updated the board on board ethics and the yearly Personal Financial Disclosure Statement Tier 2.1 report due on May 15, 2023.

Approval of Agenda

Ms. Brown asked that the Boom or Bust Byway Gateway signage and the Equine Center be added to the agenda. Mr. Roberts called for a motion to approve the agenda with the additions. Mr. DuBose 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 March 16, 2023, meeting minutes. Ms. Glorioso made a motion to approve the minutes and seconded Ms. Evans. All in favor none opposed with no public comment.

F. **Financial Report** – Mr. Bronson reviewed the March financials with the board. Ms. Glorioso made a motion to approve the financials and seconded Ms. Smiley. All in favor none opposed with no public comment.

G. **Check Register** – Mr. Bronson answered all questions regarding the check register for March.

Shreveport-Bossier Convention & Tourist Bureau
Board Minutes
May, April, and March 2023 Minutes

- H. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy tax report for March. Overall Shreveport-Bossier is up 1.21% YTD.

- I. **Tourism Summary Report** – Ms. Brown reviewed the February and March report with the board.

- J. **Boom or Bust Byway Gateway Signage** – The Finance Committee made a motion to approve the use of \$30,000 from the ARPA funds if needed for the byway gateway signage; seconded by Ms. Slagle. All in favor none opposed with no public comment.

- K. **Equine Center** – The Finance Committee made a motion to approve up to \$50,000 from the ARPA account to hire CSL; seconded by Ms. Glorioso. All in favor none opposed with no public comment.

President Reports

Ms. Brown updated the board on the purchase of Diamond Jacks. Cordish Gaming has purchased the property. The casino will be a land-based casino. Ms. Brown and Ms. DeVille will be traveling to Kentucky to view Equine facilities and Visitor centers. The Visitor Center at the airport has been removed, looking at different displays to set up at the airport. Ms. Brown plans to get back together with the Public Information Officers for both parishes for crisis communications.

Communications: Ms. DeVille updated the board on 318 Restaurant Week. Save the date for the rebrand launch on May 25, 2023, at the Shreveport Convention Center in the Red River Ball Room. The website reskin and design is currently underway.

Conventions: The National Rose Convention will be held at the Shreveport Hilton and at the American Rose Center on May 3-6, 2023. Attended and sponsored MPI Dallas Educational Experience to continue market development. Attended Destination International – DC Sales Academy, and PCMA- Destination Showcase as an attendee to decide future strategies. Working with Tourism Tactics by Tico to strengthen the FIT and OTA market.

Sports Commission: The Gulf Coast Athletic Conference has been booked for the next three years. Working with the Shreveport Convention Center to finalize USA Judo. Held final meetings with the Camp Minden staff, Bossier Parish Police Jury, and Webster Parish to plan Archery Shooter Association site enhancements. The Red River Balloon Rally has partnered with Louisiana Downs. The American Cornhole Organization has signed a three-year agreement. Participated in a sales mission to Indianapolis to meet with NCAA representatives.

Destination Master Plan/Branding Update: The Destination Plan and Brand will be unveiled on May 25, 2023, at 11:00 a.m. at the Shreveport Convention Center in the Red River Ballroom.

**Shreveport-Bossier Convention & Tourist Bureau
Board Minutes
May, April, and March 2023 Minutes**

Excellence in Hospitality Awards: Will be held on Thursday, May 11, 2023, at Bally's Casino & Resorts.

New Brand Logo Apparel: Samples of the apparel were shown.

Chairman's Report

B. Association Reports

- iv. **Restaurant Association:** No report.

- v. **Hotel/Motel Association:** Meeting held at the Louisiana Downs on May 30, 2023.
- vi. **Attractions Association:** Emerie Gentry has been appointed the president, Beth Smiley has been appointed as the vice president, and Dr. Angelique Feaster-Evans has been appointed the secretary.

Next Meeting:

- Grant Review Retreat Meeting – May 18, 2023, @ 9:00 a.m.
- Finance Committee Meeting – May 18, 2023, @ 10:30 a.m.
- Board Meeting – May 18, 2023, @ 11:30 a.m.

Agenda items for the upcoming meeting:

Adjourned: The meeting was adjourned at approximately 12:47 p.m.

Approved:

Jason Robert
Chairman

Joanna Folse-Alexander
Secretary

Shreveport-Bossier Convention & Tourist Bureau

Board Minutes

May, April, and March 2023 Minutes

March 16, 2023

Call to Order

Jason Roberts, the Chairman, called to order the regular meeting of the Board of Directors at 11:34 a.m. on March 16, 2023. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA.

New Board Member: Mr. Brown welcomed Ms. Andrea Butler. Ms. Butler was appointed by Louisiana Downs Racetrack and Casino and the Shreveport-Bossier Attractions Association as Ms. Murphy's replacement.

Board Members Present: Andrea Butler, Ashley Warner, Casey Hartley, Charles Johnson, Jason Roberts, Jerome DuBose, Joanna Fayard, Pam Glorioso, Randy Slagle, and Rob Brown.

Board Members Absent: Jason McKinney, Joanna Folse-Alexander, Tiffany Evans, Beth Smiley, and Taylor Jamison.

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

Opportunity for Public Comment: No public was present.

Approval of Agenda

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

Approval of Minutes

Mr. Roberts called for a motion to approve February 16, 2023, special called meeting minutes. Ms. Hartley made a motion to approve the minutes and seconded Mr. DuBose. All in favor none opposed with no public comment.

- L. **Financial Report** – Mr. Bronson reviewed the December and February financials with the board. Mr. Brown made a motion to approve the financials and seconded Ms. Glorioso. All in favor none opposed with no public comment.
- M. **Check Register** – Mr. Bronson answered all questions regarding the check register for February.
- N. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy tax report for December. Overall Shreveport-Bossier is up 3.39% YTD.
- O. **Tourism Summary Report** – Ms. Brown reviewed the January 2023 report with the

Shreveport-Bossier Convention & Tourist Bureau

Board Minutes

May, April, and March 2023 Minutes

board.

- P. **Building Renovations** – Ms. Brown reviewed the building renovations with the board. A motion was made by Mr. Johnson to move forward; seconded by Ms. Slagle. All in favor none opposed with no public comment.

- Q. **Declare Surplus Items** – A motion was made by Mr. Brown to declare surplus the items listed on the hand-out; Mr. Johnson seconded. All in favor none opposed with no public comment.

- R. **Grant Application - *Mudbug Madness Festival*** a motion was made by Ms. Glorioso to approve up to \$12,500 for 2023, up to \$8,500 in 2024, and up to \$4,250 in 2025 and \$0 in 2026; seconded by Mr. Johnson. Ms. Folsie-Alexander made a motion to amend the motion to up to \$12,500 in 2023, up to \$10,000 in 2024, up to \$7,500 in 2023, up to \$5,000 in 2025, and \$0 in 2026; seconded by Mr. DuBose. Amended motion fails. All in favor none opposed with no public comment for the original motion. It was noted by the board that any organization can apply separately for individual events.

President Reports

Ms. Brown updated the board on Amtrak; KCS has merged with Canadian Pacific which was approved by the Southern Railway Commission. This legislative session, the Film Tax Credits, and LA Tax-Free Shopping are up for renewal.

Communications: Ms. DeVille updated the board on the Mardi Gras numbers for 2023 and website results, with Mardi Gras up 84.7%, the home page up 94.3%, and Casinos up 147% year over year. Currently working on a new logo and brand. Updating the SBCTB & SBSC websites. Managing the marketing for the Sports Commission.

Conventions: Hosted two Mardi Gras Bash weekends with attendees from the Group Tour and Society of American Travel Writers. Successful meeting with the Economic Development Committee. Assisted the marketing team with hosting SATW South Central Regional Conference. The Louisiana Travel Summit is scheduled for 2024 with 400-500 attendees from across the state. Hosted the Louisiana Police Jury Association Annual Meeting.

Sports Commission: Met with SPAR to discuss plans and opportunities for the Indoor Sports Complex. Conducted a site visit with World Axe and Knife Throwing. Presented a bid for Conference USA. Met with Bossier Dixie to begin planning the 2024 Dixie Youth World Series and bid on the 2023 Dixie State Championships. Currently working on the Red River Balloon Rally.

Destination Master Plan/Branding Update: Looking at dates in May for the release of the DMP

Shreveport-Bossier Convention & Tourist Bureau

Board Minutes

May, April, and March 2023 Minutes

and new brand launch.

Excellence in Hospitality Awards: Will be held on Thursday, May 11, 2023, at Bally's Casino & Resorts

Chairman's Report

C. Association Reports

- vii. **Restaurant Association:** No report available.

- viii. **Hotel/Motel Association:** Will meet every other month. Louisiana Restaurant Association is welcome to attend the meetings.

- ix. **Attractions Association:** No report available.

Next Meeting:

- Finance Committee Meeting – April 20, @ 10:30 a.m.
- Board Meeting – April 20, 2023, @ 11:30 a.m.

Agenda items for the upcoming meeting:

Adjourned: The meeting was adjourned at approximately 1:14 p.m.

Approved:

Jason Robert
Chairman

Joanna Folse-Alexander
Secretary