

**OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
SHREVEPORT-BOSSIER CONVENTION & TOURIST BUREAU
October - September - August 2018**

October 25, 2018

Call to order

Tanita Gilbert-Baker, Board Chairman, called to order the regular meeting of the Board of Directors at 11:55 a.m. on October 25, 2018 at the 629 Spring Street, Shreveport, LA. A quorum was present.

Roll call: The following committee members were present: Carlton Golden, Joanna Folsom-Alexander, Dick Bremer, Jason McKinney, Pam Glorioso, Patricia Wooldridge, Rob Brown, Sandy Cimino and Tanita Gilbert-Baker

Board Members Absent: Africa Price, Gary Theus, Kellie Morris, Mary Dunn, Shelli Murphy and Emma Hebert.

Staff Members Present: Stacy Brown and Charlie Rice

Approval of Agenda

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

Approval of Minutes

Ms. Gilbert-Baker called for a motion to approve the August regular scheduled Board meeting minutes. A motion was made by Mr. Golden and seconded by Mr. McKinney. All in favor none opposed with no public comment.

Opportunity for Public Comment and Public Hearing for the 2019 Budget – Ms. Gilbert –Baker called the Public Hearing to order at 11:56 a.m. Ms. Gilbert-Baker asked if there was anyone to speak in favor or opposition to the proposed 2019 Shreveport-Bossier Convention and Tourist Bureau Budget or its Divisions. There being no one, the public hearing closed at 11:57 a.m.

Financials

- A. **Financial Report** – Ms. Brown reviewed the financial reports for September. The Finance Committee made a motion to approve and seconded by Mr. Golden. All in favor none opposed with no public comment.

- B. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy report for September. Overall Shreveport-Bossier is up YTD 15.24%.

- C. **Check Register** – Ms. Brown answered all questions regarding the check register for September.

- D. **Budget Approval for the 2018 SBCTB and its divisions** - Ms. Brown reviewed the 2019 budget. The Finance Committee made a motion for approval of the 2019 budget

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along with the budgets for the Holiday Trail of Lights, Boom or Bust Byway, Shreveport-Bossier Film Office, Shreveport-Bossier Sports Commission Reserve and Shreveport-Bossier Sports Commission Events, Ms. Cimino seconded. All in favor none opposed with no public comment.

- E. **Assigning Funds** – The Finance Committee made a motion to assign \$100,000 of excess revenue to operating capital pending available funds at end of December, seconded by Mr. Brown. All in favor none opposed with no public comment. The Finance Committee made a motion to create a new category in the Designated Funds account for Special Events and assign \$200,000 of excess revenue to this fund pending available funds at end of December, seconded by Mr. Brown. All in favor none opposed with no public comment.
- F. **Washington Mardi Gras Economic Development Reception** – Ms. Brown discussed changes for 2019 with the Host Group. Ms. Brown will look into more and find out who is participating with the reception.

President's Report

Department Reports

- A. **Communications Department Update** – Generated 950 news placements with a conservative ad equivalency value of \$2.2 million. VIP Backstage Music Tour for the mayor and other special invited guest will be on October 30 at the Municipal Auditorium. Joe Veneto will be in town October 30-31 working with partners on sales and marketing training. Sci-Port is partially open. The Krewe of Highland and Krewe of Centaur made the STS Top 20 event list.
- B. **Conventions & Tourism Department Update** – Quarterly sales mission in Baton Rouge with partners. Family Reunion Workshop will be held Saturday, October 27; 83 registered planners and 20 vendors will attend. Several large bookings include Signature Equipo (AMWAY) in 2019 with 4438 room nights expected and Barksdale AFB Hurricane Evacuation Assistance with 2625 room nights.
- C. **Sports Commission Update** – Upcoming events for November and December: LRCA Finals Rodeo, LA Combo 40+ State League Championships, Battle on the Hardwood, Shreveport-Bossier Holiday Classic, Wodgodz CrossFit event and Walk-On's Independence Bowl. In the process of bidding for a weightlifting event in 2020 with 6,000, room nights.
- D. **Miss USA** – Presented to the cities and parishes the economic impact numbers. Over 17 and a half million viewers nationally from media broadcast coverage not including Fox TV viewership. For a media value of \$1.2M. Over 67M "Local" which is the hometowns of the contestants. For a media value of \$7.2M. Total economic impact of \$5.1 million.
- E. **Holiday Trail of Lights** – Moving forward with marketing and promoting to group tour operators. Christmas in Candyville will be held at CenturyLink Center on Saturday, December 22 at 10:00 a.m. HOTL celebrates turning 25 this year.

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- F. **Rockets Over the Red** – Will be on Saturday, November 24, the event is free for the community and visitors to enjoy two viewing areas – Riverview Park in Shreveport and Louisiana Boardwalk Outlets in Bossier City.
- G. **Ethics Training** – Due by December 31, 2018.

Chairman's Reports

- A. **Upcoming Events** – in board package
- B. **Association Reports**
 - a. **Restaurant Association** – State meeting will be held in November.
 - b. **Hotel/Motel Association** – October 11 meeting was held at the Municipal Auditorium. November 1 meeting will be held at the Louisiana State Fair Grounds.
 - c. **Attractions Association** – The next seminar will be on November 6 – “Utilizing Google’s Free Tools and New Trends on Social Media”.

Next Meeting:

November & December Board Meeting, Thursday, November 29, 2018

Agenda items for upcoming meeting:

Adjourned: Meeting was adjourned at approximately 12:42 p.m.

Approved:

Tanita Gilbert-Baker

Chairman

Patricia Wooldridge

Secretary

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Board Meeting cancelled in September – No Quorum.

August 16, 2018

Call to order

Tanita Gilbert-Baker, Board Chairman, called to order the regular meeting of the Board of Directors at 11:35 a.m. on August 16, 2018 at the 629 Spring Street, Shreveport, LA. A quorum was present.

Roll call: The following committee members were present: Africa Price, Joanna Folsie-Alexander, Dick Bremer, Gary Theus, Mary Dunn, Patricia Wooldridge, Ashley Davis, Rob Brown, Sandy Cimino, Shelli Murphy, Tanita Gilbert-Baker and Emma Hebert.

Board Members Absent: Carlton Golden, Jason McKinney, Kellie Morris and Pam Glorioso.

Staff Members Present: Stacy Brown and Charlie Rice

Approval of Agenda

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

Approval of Minutes

Ms. Gilbert-Baker called for a motion to approve the July regular scheduled Board meeting minutes. A motion was made by Mr. Brown and seconded by Ms. Dunn. All in favor none opposed with no public comment.

Financials

- G. **Financial Report** – Ms. Brown reviewed the financial reports for July. A motion was made by Mr. Bremer and seconded by Ms. Cimino. All in favor none opposed with no public comment.

- H. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy report for July. Overall Shreveport-Bossier is up YTD 17.40%.

- I. **Check Register** – Ms. Brown answered all questions regarding the check register for July.

- J. **Grant Application Review** – Mr. Brown made a motion to approve The Louisiana State Fair up to \$12,500, The Red River Revel up to \$12,500 and the Louisiana Film Prize up to \$10,000 and was seconded by Ms. Dunn. All in favor none opposed with no public comment.

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President's Report

Department Reports

- H. **Communications Department Update** – Web sessions are up 86%; Visitor Center walk-ins are up 5%. Distributed seven news releases and generated 2,458 news placements with a conservative ad equivalency value of \$3.7 million. The Summer Campaign did very well with Expedia bookings up 44% from last year; booked 13,257 hotel rooms in the campaign versus 9,211 compared to last year, which represents \$1.2 million in hotel revenue. Snapchat filters and concrete stickers were placed at 11 locations, which generated 31,148 swipes, 2,102 uses and 69,588 views; the Boardwalk, Red River District and Shreveport Aquarium were the top spots for Snapchat usage. Be a Fan of Shreveport-Bossier Ambassador Program was a success.

- I. **Conventions & Tourism Department Update** – Suzanne Card and the Hilton Shreveport & Shreveport Convention Center will be attending the Connect Marketplace on August 23-25 in Salt Lake City, UT. Hosted six delegates with the Alpha Phi Alpha Fraternity Southwest Region and the Gold Wing Road Riders Association for consideration for their 2020 annual conventions. Finalizing the American Kitefliers Association National Convention scheduled for October 15-20. Currently working on the Holiday Trail of Lights and Mardi Gras Bash, seven groups have been booked for the Mardi Gras Bash. Erica Telsee attended the South Central Motorcoach Association in July and received several leads.

- J. **Sports Commission Update** – Powerboat Nationals will be held Labor Day weekend on both sides of the river. The number of definites are down MTD and Leads are up MTD in all areas. YTD room night and people are even.

- K. **Administration Update** – Ms. Brown will be attending the SATW Annual Convention in September. Joe Veneto will be back in September with updates and new experiences. Staff, Management & Board Retreat will be September 10-12.

- L. **LTPA Summit** – will be held next week in Lake Charles, LA. The Lt. Governor awarded Shreveport-Bossier as a LA Certified Retirement Area; recognition will take place on Thursday, August 23 at the Golden Nugget Casino & Resort in Lake Charles. LACVB will be reviewing the public records policy.

Chairman's Reports

- C. **Upcoming Events** – in board package

- D. **Association Reports**
 - a. **Restaurant Association** – no report.

 - b. **Hotel/Motel Association** – August meeting was held at the Shreveport Regional Arts Council; Ms. Jenkins from Project Celebration, Inc. spoke about Domestic Violence. The Housekeeping Dinner is scheduled for Thursday, September 13 at Silver Star Steak House.

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- c. **Attractions Association** – Received ten new member applications and eight new attractions. The next meeting will be held Thursday, September 20 at the Bossier Arts Council.

Next Meeting:

Board Meeting, Thursday, September 20, 2018

Agenda items for upcoming meeting:

Adjourned: Meeting was adjourned at approximately 12:08 p.m.

Approved:

Tanita Gilbert-Baker

Chairman

Patricia Wooldridge

Secretary