

Shreveport-Bossier Convention and Tourist Bureau
Board Minutes
June - May - April 2020

June 18, 2020

CERTIFICATION OF INABILITY TO OPERATE DUE TO LACK OF QUORUM

In accordance with Executive Proclamations JBE 2020-30, 2020-33, 2020-59 and 2020-75, issued by Governor John Bel Edwards on March 16, 2020, March 22, 2020, May 14, 2020 and June 4, 2020, respectively, and concurrence by the Attorney General on March 19, 2020, this notice shall serve as a certification of the Shreveport-Bossier Convention & Tourist Bureau of its inability to otherwise operate in accordance with the Louisiana Open Meetings Law due to a lack of a quorum as a result of the COVID-19 Public Health Emergency.

Pursuant to Section 2 of JBE 2020-75, the Shreveport-Bossier Convention & Tourist Bureau Board will provide for attendance at its next meeting, which is an essential governmental meeting, on June 18, 2020, via video/telephone conference. Considering the foregoing, and in accordance with Proclamation Numbers JBE 2020-30, JBE 2020-33, 2020-59 and 2020-75, the Shreveport-Bossier Convention & Tourist Bureau's board meeting on Thursday, June 18, 2020, at 11:30 A.M. will be held via video/telephone conference and in a manner that allows for observation and input by members of the public, as set forth in this Notice.

All other Open Meetings Law requirements have been met.

Call to order

Jason McKinney, Board Chairman, called to order the regular meeting of the Board of Directors at 11:34 a.m. on June 18, 2020. The meeting was held via video conference and in person.

Roll call: The following board members were present in person: Ashley Davis, Beth Smiley, Dick Bremer, Mathew Snyder, Randy Slagle, Sandy Cimino and Shelli Murphy. Board members on the video conference: Edie Festavan, Emma Hebert, Jason McKinney, Jason Roberts, Pam Glorioso and Taylor Jamison.

Board Members Absent: Wanda Bennett and Joanna Folsie-Alexander.

Staff Members Present: Stacy Brown, Taylor Gullatt, Brandy Evans, David Bradley, Kelly Wells and Charlie Rice.

Approval of Agenda

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

Approval of Minutes

Mr. McKinney called for a motion to approve the May 21, 2020 regular scheduled Board meeting minutes via conference call. A motion was made by Ms. Cimino and seconded by Ms. Slagle. All in favor none opposed with no public comment.

Opportunity for Public Comment

Public given opportunity to email ahead to participate by video conference. No public participated on the video conference.

Financials

- A. Financial Report –Ms. Brown and Mr. Gullatt reviewed the financial reports for May. A motion was made by the Finance Committee and seconded by Ms. Glorioso. All in favor none opposed with no public comment.
- B. Occupancy Tax Report – Ms. Brown reviewed the occupancy report for May. Overall Shreveport-Bossier is down 22.54%.
- C. Tourism Summary Report – Tourism summary was not available. Ms. Brown reviewed the AirDNA report.
- D. Check Register – Ms. Brown answered all questions regarding the check register for May.
- E. Selection of Official Journal – The Finance Committee made a motion to approve the Shreveport Times as the official journal of the Bureau and was seconded by Ms. Murphy. All in favor none opposed with no public comment.
- F. Grant Application Modifications for 2020 – The Finance Committee made a motion to modify the grant guidelines to expand the use of funds and marketing flexibility for the remainder of 2020; seconded by Mr. Snyder. All in favor none opposed with no public comment.
- G. Grant Application Review – The Finance Committee made a motion to approve up to \$3,000 for the KTBS Freedom Fest; seconded by Ms. Slagle. All in favor none opposed with no public comment.
- H. Declare Surplus Items – The Finance Committee made a motion to declare surplus the items listed on hand-out; Ms. Davis seconded. All in favor none opposed with no public comment.

- I. Resolution – Revenue Notes – A motion was made by the Finance Committee to consider and take action with respect to adopting a resolution authorizing the issuance of Revenue Notes, in one or more series, of the Shreveport-Bossier Convention and Tourist Bureau and providing for the other matters in connection therewith. YEAS: Ashley Davis, Beth Smiley, Dick Bremer, Edie Festavan, Jason McKinney, Jason Roberts, Matthew Snyder, Pam Glorioso, Randy Slagle, Sandy Cimino, Shelli Murphy and Taylor Jamison. NAYS: None, ABSENT: Joanna Folse – Alexander, Emma Hebert and Wanda Bennett. All in favor none opposed with no public comment.

President's Report

The bureau's anti-discrimination statement was published in Shreveport-Bossier Getaways Newsletter and posted on the website and social media stating that the bureau and employees stand against racism and injustice.

Tourism Outlook Conference a daylong workshop scheduled for August 27, 2020 aims to help casinos, hotels, restaurants, attractions, festivals and other tourism-related businesses gain valuable insight to help the industry with recovery efforts from COVID-19. Industry leaders will provide researched-based guidance to help tourism business with 2021 budget plans and marketing efforts to stabilize tourism in Shreveport-Bossier.

Sales and Service: Received confirmation from Cowboy Fast Draw Association for a competition to be held at the State Fair in April 2021. LOT and Lt. Governor has introduced the Louisiana Lagniappe Program to assist in closing business also considering destinations outside of the state.

Sports: Nine balloon were able to fly over South Bossier and South Shreveport for the Red River Balloon Rally Overflight June 12-13. The event was 100 percent funded through private partners. Currently working on the US Hot Air Balloon Team Nationals for the next three years. Bidding on the Crappie Expo for next October. Meeting with Bayou Classic to look at potentially hosting the event on Saturday after Thanksgiving. Site visit to Dallas/Ft. Worth to look at indoor multi-sports complexes.

Communications: Hosted a Press Play Webinar on June 11 to inform our partners about the campaign and share tips on partner can help extend the campaign. A Fairs/Festivals/Events Video conference has been scheduled for June to talk about guidelines, who they need to work with and how they can be creative in doing things differently.

Legislative Update: Ms. Brown reviewed the H.R. 6697 for expansion of Paycheck Protection Program. The American Act amendment to authorize funding for the National Scenic Byways Program, under the amendment the program would be authorized to receive

\$55 million in FY21. Travel's Virtual Hill Week Zoom calls with federal partners to discuss the importance of travel and need for funding assistance to quick start economy.

Chairman's Report

A. Association Reports

- a. Restaurant Association – Organization has experienced lay-offs. No meeting has been scheduled.
- b. Hotel/Motel Association – Slight uptick in occupancy each week; increased travelers mid-week.
- c. Attraction Association – SBAA seminar will be held via Zoom in July.

Next Meeting:

Thursday, July 16, 2020

Agenda items for upcoming meeting:

Adjourned: Meeting was adjourned at approximately 1:21 p.m.

Approved:

Jason McKinney
Chairman

Pam Glorioso
Secretary

May 21, 2020

CERTIFICATION OF INABILITY TO OPERATE DUE TO LACK OF QUORUM

In accordance with Executive Proclamations JBE 2020-30, 2020-33 and 2020-59, issued by Governor John Bel Edwards on March 16, 2020, March 22, 2020 and May 14, 2020, respectively, and concurrence by the Attorney General on March 19, 2020, this notice shall serve as a certification of the Shreveport-Bossier Convention & Tourist Bureau of its inability to otherwise operate in accordance with the Louisiana Open Meetings Law due to a lack of a quorum as a result of the COVID-19 Public Health Emergency.

Pursuant to Section 2 of JBE 2020-59, the Shreveport-Bossier Convention & Tourist Bureau Board will provide for attendance at its next meeting, which is an essential governmental meeting, on May 21, 2020, via video/telephone conference. Considering the foregoing, and in accordance with Proclamation Numbers JBE 2020-30, JBE 2020-33 and 2020-59, the Shreveport-Bossier Convention & Tourist Bureau's board meeting on Thursday, May 21, 2020, at 11:30 A.M. will be held via video/telephone conference and in a manner that allows for observation and input by members of the public, as set forth in this Notice

All other Open Meetings Law requirements have been met.

Call to order

Jason McKinney, Board Chairman, called to order the regular meeting of the Board of Directors at 11:35 a.m. on May 21, 2020. The meeting was held via video conference.

Roll call: The following committee members were present on the video meeting: Ashley Davis, Beth Smiley, Dick Bremer, Edie Festavan, Emma Hebert, Jason McKinney, Jason Roberts, Joanna Folse-Alexander, Matthew Snyder, Randy Slagle, Sandy Cimino, Shelli Murphy, Taylor Jamison and Wanda Bennett.

Board Members Absent: Pam Glorioso

Staff Members Present: Stacy Brown, Taylor Gullatt, Brandy Evans, David Bradley, Kelly Wells and Charlie Rice.

Approval of Agenda

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

Approval of Minutes

Mr. McKinney called for a motion to approve the April 23, 2020 regular scheduled Board meeting minutes. A motion was made by Ms. Folse-Alexander and seconded by Ms. Smiley. All in favor none opposed with no public comment.

Opportunity for Public Comment

Public given opportunity to email ahead to participate by video conference. No public participated on the video conference.

President's Report

Ms. Brown reported that the bureau employees are back in the office. Policies have been set in place to keep the employees and visitors safe when bureau opens to visitors on June 1, 2020.

- J. Occupancy Tax Report – Ms. Brown reviewed the occupancy report for April.
- K. Financial Report – Ms. Brown reviewed the financial reports for April. A motion was made by the Mr. Bremer and seconded by Ms. Bennett. All in favor none opposed with no public comment.
- L. Budget Projections & Revenue Options – Ms. Brown reviewed the hotel tax revenue, current projections, expenses, cash balance and reserves.
- M. Bureau Grant Applications – Marketing reimbursement grants could be cut up by \$25 due to regular events that have been cancelled due to the pandemic.
- N. Legislative Updates – Ms. Brown updated the board on HR6697 that would allow the bureau to participate in Paycheck Protection Plan and HB292 regarding the hotel definition.
- O. Department Reports
The tourist bureau and other tourism partners have joined forces with United Way of Northwest Louisiana to establish a dedicated fund that will raise funds on behalf of and provide financial assistance to hospitality workers who are facing financial hardship because of the COVID-19 pandemic.

Festivals & Events

- Contacted all events on the Fun Guide regarding plans to host, reschedule or cancel.
- Working on economic impact calculator with larger events willing to share information so that we can track impact for community and assist event.

- A Fairs/Festivals/Events Video conference has been scheduled for June to talk about guidelines, who they need to work with and how they can be creative in doing things differently.

OpenSafeSBC.com

- Assisted the chambers and healthcare in industry specific guidelines.

Tourism Outlook Conference

- A daylong workshop scheduled for August aims to help casinos, hotels, restaurants, attractions, festivals and other tourism-related businesses gain valuable insight to help the industry with recovery efforts from COVID-19. Industry leaders will provide researched-based guidance to help tourism business with 2021 budget plans and marketing efforts to stabilize tourism in Shreveport-Bossier.

Hospitality Awards

- Working on a program for fall that will honor those businesses who have been innovative during this challenging time.

Sales and Service: Since March, the sales team have touched 3,600 partners and customers through calls, emails and video conferences. The communication department is working with the sales team to design videos and templates to use. The Shreveport Convention Center does not plan to open until Phase III.

Sports: Soccer and baseball fields will be opening up in June. Encouraging everyone to go outdoors and explore.

Communications: Press Play campaign goes live on May 22, to stimulate visitation and help our local economy recover from COVID-19. Expedia has provided information about our specific market; June and August is down, September and October are positive with small gains. We will run a campaign with Expedia from to turn searches into conversions. The Louisiana Office of Tourism has given us a COVID-19 marketing grant for \$3,000; these dollars will be spent with Lamar locally to help promote what is open and support our local partners.

P. Chairman's Report

- a) Restaurant Association –Restaurants are happy to be open and looking forward to next phase.
- b) Hotel/Motel Association – The next HLA meeting will be held in June. A little more travel, construction workers, and locals staying in hotels.

- c) Attraction Association – Ms. Smiley reported that the SBAA seminars have been postponed and that the Rose Center is open to the public to walk around. Ms. Davis reported twenty stores have opened at the Boardwalk, national brand stores have not opened restaurants are open except Copelands. Mr. Snyder reported that events are waiting to see to when they can start planning again.

Next Meeting:

Thursday, June 18, 2020

Agenda items for upcoming meeting:

Adjourned: Meeting was adjourned at approximately 12:51 p.m.

Approved:

Jason McKinney
Chairman

Pam Glorioso
Secretary

April 23, 2020

CERTIFICATION OF INABILITY TO OPERATE DUE TO LACK OF QUORUM

In accordance with Executive Proclamations JBE 2020-30 and 2020-33, issued by Governor John Bel Edwards on March 16, 2020 and March 22, 2020, respectively, and concurrence by the Attorney General on March 19, 2020, this notice shall serve as a certification of the Shreveport-Bossier Convention & Tourist Bureau of its inability to otherwise operate in accordance with the Louisiana Open Meetings Law due to a lack of a quorum as a result of the COVID-19 Public Health Emergency.

Pursuant to Section 4 of JBE 2020-30, the Shreveport-Bossier Convention & Tourist Bureau Board will provide for attendance at its next meeting, which is an essential governmental meeting, on April 23, 2020, via video/telephone conference. Considering the foregoing, and in accordance with Proclamation Numbers JBE 2020-30 and JBE 2020-33, the Shreveport-Bossier Convention & Tourist Bureau's board meeting on Thursday, April 23, 2020, at 11:30 A.M. will be held via video/telephone conference and in a manner that allows for observation and input by members of the public, as set forth in this Notice.

All other Open Meeting Law requirements have been met.

Call to order

Jason McKinney, Board Chairman, called to order the regular meeting of the Board of Directors at 11:35 a.m. on April 23, 2020. The meeting was held via video conference.

Roll call: The following committee members were present on the video meeting: Beth Smiley, Emma Hebert, Jason McKinney, Joanna Folse-Alexander, Matthew Snyder, Pam Glorioso, Randy Slagle, Sandy Cimino, Shelli Murphy, and Taylor Jamison.

Board Members Absent: Ashley Davis, Dick Bremer, Edie Festavan, Jason Roberts and Wanda Bennett.

Staff Members Present: Stacy Brown, Taylor Gullatt, Brandy Evans, David Bradley, Kelly Wells and Charlie Rice.

Approval of Agenda

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

Approval of Minutes

Mr. McKinney called for a motion to approve the February 20, 2020 regular scheduled Board meeting minutes with the exception his name be corrected. A motion was made by Ms. Glorioso and seconded by Ms. Folse-Alexander. All in favor none opposed with no public comment.

Opportunity for Public Comment

Public was given opportunity to email ahead and to participate by video conference. No public participated on the video conference.

President's Report

- Q. Occupancy Tax Report – Ms. Brown reviewed the occupancy report for March.
- R. Financial Report – Ms. Brown reviewed the financial reports for March. A motion was made by the Ms. Cimino and seconded by Ms. Folse-Alexander. All in favor none opposed with no public comment.
- S. Budget Projections & Revenue Options – Ms. Brown reviewed the hotel tax revenue, current projections, expenses, cash balance and reserves.
- T. Bond Resolutions
 - a) *Bond Payment Deferral* – A motion was made by Ms. Slagle to authorize Ms. Brown to move forward with the restructuring of the payment of certain outstanding indebtedness of the Shreveport-Bossier Convention and Tourist Bureau; and providing for other matters in connection therewith. Mr. Jamison seconded. All in favor none opposed with no public comment. YEAS: Beth Smiley, Emma Hebert, Jason McKinney, Joanna Folse-Alexander, Matthew Snyder, Pam Glorioso, Randy Slagle, Shelli Murphy and Taylor Jamison. NAES: None, ABSENT: Ashley Davis, Dick Bremer, Edie Festavan, Jason Roberts and Wanda Bennett.
 - b) *Community Development Block Grant* - A motion was made by Ms. Cimino to authorize Ms. Brown, should it become available to apply for the Community Development Block Grant on behalf of the Bureau with the Louisiana Office of Tourism. Ms. Slagle seconded. All in favor none opposed with no public comment.
 - c) *Allow SBCTB to apply for loans and grants that become available* - A motion was made by Ms. Cimino to authorize Ms. Brown, to apply for loans and grants that become available on behalf of the Bureau. Ms. Slagle seconded. All in favor none opposed with no public comment.
 - d) *Louisiana Office of Tourism* - A motion was made by Ms. Hebert to authorize Ms. Brown, to sign on behalf of the Bureau, a Cooperative Marketing Program agreement with the Louisiana Office of Tourism. Ms. Smiley seconded. All in favor none opposed with no public comment.
- U. Department Reports
 - Sales and Service: all cancelations have been recorded and shared; continuing to reach out to partners. Communications has created smart templates being used by the sales team to reach out. Group Tour Sales: working on calls and

exploring packaging options with attractions, restaurants, hotels and resorts; collaborating with other bureaus for a Quarantea Time roundtable with tour operators.

Sports: Red River Balloon Fly Over will be the 2nd weekend of June; ten balloons will be flying over Shreveport-Bossier in the morning and evening. Working on refining the ROI for sports funding. Updating the Sports Funding Application online. Refunding tickets for the USA Softball. Staff has been working diligently on rescheduling sporting events for later this summer, fall or for 2021. Currently working on bids for USA Weightlifting and LHSAA Wrestling. The Independence Bowl has a new title sponsor with Radiance Technologies. Radiance Technologies signed a five-year contract.

Communications: Communicating primarily through social media to inspire future visitors, sharing coloring sheets, promoting virtual events, and creating 20x49 live events. Promoting local partners to local media. Working on a marketing grant for the Community Development Block Grants; outlining traditional, digital and public relations opportunities for 2020-22. National Travel and Tourism Week, May 3-9, is an annual tradition for the U.S. travel community to unite and celebrate the value of tourism. This year's theme is Shreveport-Bossier's Comeback and it will feature local tourism partners who are excited about plans to reopen when it is safe.

Administration: The new payroll system is up and running. The implementation process for a new cloud-based accounting system is progressing well; expected to go live in August 2020. Looking into revenue opportunities and preparing information to support loan application should they become available.

Miscellaneous Projects: Working on the Boom or Bust Byway designation nomination for All-American Road (highest-level); Tourism Outlook Conference will be held this fall to assist our local industry in preparing for the upcoming year.

V. Industry Input

- a) Hotel –15-20% occupancy, running on a skeleton crew
- b) Restaurant – curbside and to go only
- c) Attractions – no solid dates on horse racing opening date; Mudbug Madness has been canceled for 2020;
- d) Rural – businesses are closed
- e) Chambers – businesses are waiting to open; Chamber call is scheduled for Friday, 11:00 a.m.

W. Financial Disclosure Statement – Due May 15, 2020

Next Meeting:

Thursday, May 21, 2020

Agenda items for upcoming meeting:

Discussion on the Bureau taking the lead and organizing event/festivals.

Adjourned: Meeting was adjourned at approximately 12:39 p.m.

Approved:

Jason McKinney
Chairman

Pam Glorioso
Secretary