

OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
SHREVEPORT-BOSSIER CONVENTION & TOURIST BUREAU

July 16, 2020

In Person & Video Conference

CERTIFICATION OF INABILITY TO OPERATE DUE TO LACK OF QUORUM

In accordance with Executive Proclamations JBE 2020-30, 2020-33, 2020-59, 2020-75 and 2020-84, issued by Governor John Bel Edwards on March 16, 2020, March 22, 2020, May 14, 2020, June 4, 2020 and June 26, 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 2020-84, the Shreveport-Bossier Convention & Tourist Bureau Board will provide for attendance at its next meeting, which is an essential governmental meeting, on July 16, 2020, via video/telephone conference. Considering the foregoing, and in accordance with Proclamation Numbers JBE 2020-30, JBE 2020-33, 2020-59, 2020-75 and 2020-84, the Shreveport-Bossier Convention & Tourist Bureau's board meeting on Thursday, July 16, 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 11:51 a.m. on July 16, 2020. The meeting was held via video conference and in person.

Board Members Present: Beth Smiley, Jason McKinney, Joanna Folse-Alexander, Sandy Cimino and Shelli Murphy.

Board Members on Conference Call: Ashley Davis, Edie Festavan, Emma Hebert, Jason Roberts, Matthew Snyder, Pam Glorioso, Taylor Jamison and Wanda Bennett.

Board Members Absent: Dick Bremer and Randy Slagle.

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. Smiley 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 June 18, 2020 regular scheduled Board meeting minutes via conference call. A motion was made by Ms. Folse-Alexander and seconded by Ms. Smiley. All in favor none opposed with no public comment.

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Opportunity for Public Comment

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

Financials

- A. Financial Report –Ms. Brown and Mr. Gullatt reviewed the financial reports for June. A motion was made by the Ms. Smiley and seconded by Ms. Cimino. All in favor none opposed with no public comment.
- B. Occupancy Tax Report – Ms. Brown reviewed the occupancy report for June. Overall Shreveport-Bossier is down 27.24% YTD.
- C. Tourism Summary Report – Ms. Brown reviewed the Tourism Summary report for May.
- D. Check Register – Ms. Brown answered all questions regarding the check register for June.
- E. Grant Application Review
 - i.* Ms. Brown reviewed the grant sub-committee recommendations with the Board.
 - ii.* Prize Foundation – Prize Palooza Concert – the Finance Committee made a motion to approve up to \$3,000; seconded by Ms. Cimino. There was a discussion of taking this \$3,000 grant under consideration when addressing the future Film Prize grant application. YEAS: Ashley Davis, Beth Smiley, Edie Festavan, Jason McKinney, Jason Roberts, Joanna Folse-Alexander, Pam Glorioso, Sandy Cimino, Shelli Murphy and Wanda Bennett. NAYS: Emma Hebert and Matthew Snyder. ABSTAIN: Taylor Jamison. ABSENT: Dick Bremer and Randy Slagle. No public comment.
 - iii.* Radiance Technologies Independence Bowl – the Finance Committee made a motion to approve up to \$12,500. YEAS: Ashley Davis, Beth Smiley, Edie Festavan, Emma Hebert, Jason Roberts, Joanna Folse-Alexander, Pam Glorioso, Sandy Cimino, Shelli Murphy, Taylor Jamison and Wanda Bennett. NAYS: None ABSTAIN: Matthew Snyder. ABSENT: Dick Bremer and Randy Slagle. No public comment.
 - iv.* Drive-In Night at the Movies – the Finance Committee made a motion to approve up to \$5,000. YEAS: Ashley Davis, Beth Smiley, Edie Festavan, Jason

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McKinney, Jason Roberts, Joanna Folse-Alexander, Pam Glorioso, Sandy Cimino, Shelli Murphy, Taylor Jamison and Wanda Bennett. NAYS: None
ABSTAIN: Matthew Snyder. ABSENT: Dick Bremer and Randy Slagle. No public comment.

President's Report

North LA Travel Outlook Conference a daylong virtual workshop is scheduled for August 27, 2020. The Travel Outlook Conference goal is 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 with 2021 budget plans and marketing efforts to stabilize tourism in Shreveport-Bossier.

Sales and Service: Actively entering traces into the system. Twenty-eight new accounts have been added to the system with 121 uploads from the Mint Database system. New templates and videos have been created for solicitation.

Sports: Working with Cargill Park BMX on improvements to the track before the state BMX meet; staff will be painting. The Remote Control Airplane park in north Caddo Parish are making improvements to their venue for their event in August. Generating 10 outdoor venue videos that can be used to solicit outdoor events.

Communications: Public relations – 8 campaigns and 29 media placements. Getting visitor guide requests form Texas and Arkansas. Web engagement is up, www.Shreveport-Bossier.org has seen a 41% increase in traffic from May and Fun Guide has seen a 112% increase. Expedia booking pace for our market in July is up 24% over last year due to the Expedia marketing campaign.

Legislative Update – The bill for PPP relief is in the Senate now.

LTA Summit/DI Annual Meeting – LTA Summit is postponed. The bureau staff participated in the DI Annual Meeting virtually on July 14-15.

Chairman's Report

A. Association Reports

- a. Restaurant Association – A call is scheduled for today with the association. Should have more information to share at next month's board meeting.
- b. Hotel/Motel Association – HLA board meeting is scheduled for next Thursday,

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July 23. August meeting will be held at the Bureau via Zoom.

c. Attraction Association – SBAA board meeting is scheduled for next week.

Ms. Cimino informed everyone that the Women's Commission has Human Trafficking Prevention stickers if anyone would like to have some.

Next Meeting:

Thursday, August 20, 2020

Agenda items for upcoming meeting:

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

Approved:

Jason McKinney
Chairman

Pam Glorioso
Secretary