

OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
SHREVEPORT-BOSSIER CONVENTION & TOURIST BUREAU
December 2020 – January 2021 – February 2021

February 26, 2021

to Order

Ashley Warner, Board Chairman, called to order the regular meeting of the Board of Directors at 1:24 p.m. on February 26, 2021. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA. A video conference was set up for listening purposes and public participation only.

Board Members Present: Ashley Warner, Beth Smiley, Joanna Folse-Alexander, Mathew Snyder, Pam Glorioso, Randy Slagle, Rob Brown, Jerome Dubose, and Shelli Murphy.

Board Members on Conference Call: Jason Roberts

Board Members Absent: Dick Bremer, Edie Festavan, Emma Roberts, Taylor Jamison, and Wanda Bennett.

Public on Conference Call: None

Staff Members Present: Stacy Brown, Taylor Gullatt and Charlie Rice.

Special Guest: Malcolm Murchison & Nathan Telep with Bradley Murchison Kelly & Shea LLC.

Approval of Agenda

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

Approval of Minutes

Ms. Warner called for a motion to approve the January 21, 2021 regular scheduled Board meeting minutes. A motion was made by Ms. Glorioso and seconded by Mr. Dubose. All in favor none opposed with no public comment.

Review of Board Responsibilities – Mr. Murchison spoke to the board about the Louisiana Code of Governmental Ethics and the Annual Personal Financial Disclosure Tier 2.1.

President's Report

Ms. Brown reviewed the annual report with the board. March through December 72 meetings and 59 sporting events cancelled with an estimated economic impact of \$21M (does not include general visitors or business travelers). Press Play Campaign generated 30,600 direct hotel room nights through Expedia with \$4M in hotel room revenue, 4K plane

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tickets. Future bookings: Convention & group tours – 146 with 42,276 room nights, Sports-114 with 39,500 room nights.

Communications: National Tourism Week working on extending Be A Fan Campaign by engaging more partners. 318 Restaurant Week is progressing nicely with several dining experiences in addition to the \$10 lunches and \$20 dinners. Published first quarter culinary issue of online magazine, currently working on second quarter.

Conventions: Traveled to Dallas for Meeting Professional International (MPI) with several partners. Great participation with the King Cake Virtual Event with 38 meeting planner and partners on Zoom. Four strong meetings with 300-620 rooms each held in February – May.

Sports: Currently working on USA Boxing Nationals preparations – logistics, medical partners/plan, and volunteers. Stageworks had a main water line burst, plywood is being removed. Balloon Rally is scheduled for June, working on logistics and sponsorships. Did not win bid for NCAA but built a relationship with New Orleans Sports Commission for future bids.

Boom or Bust Byway: Received our National Scenic Byway designation. Planning a news conference for late March. Future legislation may allocate new grant funds for scenic byways. Moving forward with Pavilion at Earl G. Williamson Park.

Litter Clean Ups: City of Shreveport will have a citywide cleanup day on April 10, 2021 from 8:00 a.m. to 12:00 p.m.

Financials

- A. Financial Report – Mr. Gullatt reviewed the financial reports for December. Mr. Brown made a motion to approve. Mr. Snyder seconded. All in favor none opposed with no public comment.
- B. Check Register – Ms. Brown answered all questions regarding the check register for December.
- C. Occupancy Tax Report – Ms. Brown reviewed the occupancy report for January. Overall Shreveport-Bossier is down 24.85%.
- D. Tourism Summary Report – Ms. Brown reviewed the Tourism Summary report for January.
- E. Louisiana Compliance Questionnaire – Ms. Brown reviewed and answered all

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questions. Ms. Glorioso made a motion to approve. Mr. Dubose seconded. All in favor none opposed with no public comment.

- F. Bayou Classic Request from City – Ms. Folsie-Alexandar made a motion to approve \$15K request from the City of Shreveport for the Bayou Classic. Ms. Slagle seconded. All in favor none opposed with no public comment.
- G. Bond Commission Resolution - A motion was made by Mr. Brown to authorize Ms. Brown, 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 other matters in connection therewith. Seconded by Ms. Smiley. All in favor none opposed with no public comment. YEAS: Ashely Warner, Pam Glorioso, Mathew Snyder, Joanna Folsie-Alexander, Shelli Murphy, Jerome Dubose, Randy Slagle, Rob Brown, and Beth Smiley. NAES: None, ABSENT: Dick Bremer, Jason Roberts, Edie Festavan, Wanda Bennett, Emma Hebert, and Taylor Jamison.

Chairman's Report

A. Association Reports

- a. Restaurant Association –No report.
- b. Hotel/Motel Association – The next meeting is scheduled for March 11, 2021 at Flying Heart Brewery. Kelly Wells will give an update on the Bayou Classic.
- c. Attraction Association – SBAA has three board positions open.

Next Meeting:

Board Meeting – Thursday, March 25, 2021

Agenda items for upcoming meeting:

Adjourned: Meeting was adjourned at approximately 2:56 p.m.

Approved:

Ashley Warner
Chairman

Jason Roberts
Secretary

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January 21, 2021

Call to Order

Ashley Warner, Board Chairman, called to order the regular meeting of the Board of Directors at 11:20 a.m. on January 21, 2021. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA. A video conference was set up for listening purposes and public participation only.

Welcome & Introductions: Welcomed Mr. Jerome Dubose to the board; Mr. Dubose was appointed by the Bossier City Chamber of Commerce.

Board Members Present: Ashley Warner, Dick Bremer, Emma Hebert, Jason Roberts, Joanna Folse-Alexander, Matthew Snyder, Randy Slagle, Rob Brown, Jerome Dubose, Shelli Murphy, and Taylor Jamison

Board Members on Conference Call: None

Board Members Absent: Beth Smiley, Edie Festavan, Pam Glorioso and Wanda Bennett.

Public on Conference Call: Don Updegraf

Staff Members Present: Stacy Brown, Taylor Gullatt and Charlie Rice.

Approval of Agenda

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

Approval of Minutes

Ms. Warner called for a motion to approve the December 3, 2020 regular scheduled Board meeting minutes. A motion was made by Ms. Slagle and seconded by Ms. Hebert. All in favor none opposed with no public comment.

President's Report

Received a marketing grant from Louisiana Office of Tourism, the main focus of the grant is to drive visitors to our market but secondary to do some local marketing (such as digital billboards that had to be taken out in budget cuts) to assist businesses/events in their marketing efforts.

Communications: There were 30,600 hotel bookings and 3,803 airline bookings through Expedia campaign. 20x49 blog is growing, numbers are higher than 2019. Digital visitor

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guide is in production. Currently working on updating the SB Fun Guide. Boom or Bust Byway is partnering with SRAC, Bossier Arts Council and other parishes on NEA Grant.

Conventions: Reassigned marketing segments targeting Dallas and Houston. Attending the MPI-DFW luncheon with 3-4 partners to promote the market and highlight the community visit from their board. Mardi Gras Virtual King Cake event is scheduled for February 11, 2021. 2,541 December trace activities recorded, 246 new accounts were created to the system and contact made. Increase in room nights, assist, and leads in December.

Sports:

Mavericks coming back, new league TBL (The Basketball League); they will be using one of our offices 3-6 months while they setup. Bayou Classic – City of Shreveport is taking the lead working with event owner NOCCI. City has hired Sylvester Marshall to coordinate city's efforts. Working together to determine the best use of bureau services. Stageworks – received approval for two events this spring, working with the city on needs and funding. A meeting will be scheduled to get the committee back together when further action is needed.

Financials

The board has requested to have Finance Committee meet separately when grants are on the agenda. Grant applications will be emailed out to the board for review prior to the meeting.

- H. Financial Report –Mr. Gullatt reviewed the financial reports for November. December financials are not finalized and will be reviewed at the February board meeting. Mr. Bremer made a motion to approve. Mr. Snyder seconded. All in favor none opposed with no public comment.
- I. Check Register – Ms. Brown answered all questions regarding the check register for November.
- J. Audit Engagement Letter – Mr. Bremer made a motion to approve the Audit Engagement letter from Cook & Morehart and seconded by Mr. Jamison. All in favor none opposed with no public comment.
- K. Occupancy Tax Report – Ms. Brown reviewed the occupancy report for December. Overall Shreveport-Bossier ended 2020 down 20.13%.
- L. Tourism Summary Report – Ms. Brown reviewed the Tourism Summary report for November and December.
- M. Resolutions - A motion was made by Ms. Slagle to authorize Ms. Brown, to sign on behalf of the Bureau, with the Louisiana Office of Tourism and any other grant

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opportunities that become available. Ms. Murphy seconded. All in favor none opposed with no public comment.

- N. Grant Application Review – *Family Holiday Drive in Movie* – after review, a motion was made by Ms. Murphy that this event is not considered a tourism event and the grant was denied. Ms. Folse-Alexander seconded. All in favor none opposed with no public comment.
- O. Retirement Vesting Schedule Resolution – A motion was made by Mr. Roberts to accept the resolution for the change in the vesting schedule. Seconded by Mr. Brown. All in favor none opposed with no public comment.
- P. Paycheck Protection Program – The bureau applied for the PPP last week.

Chairman's Report

Ethics/Conflicts of Interest/Recusal Discussion –Mr. Murchison is scheduled to speak to the board at the February 18, 2021 meeting.

B. Association Reports

- d. Restaurant Association –No report.
- e. Hotel/Motel Association – David Bradley and Kelly Wells updated the HLA members on Conventions and Sports at the January 20, 2021 meeting. The next meeting is scheduled for February 11, 2021 at Pepito's.
- f. Attraction Association – SBAA has three board positions open. Robin Jones has been elected as President. February meeting date has not been scheduled.

Next Meeting:

Board Meeting – Thursday, February 18, 2021

Agenda items for upcoming meeting:

Adjourned: Meeting was adjourned at approximately 12:32 p.m.

Approved:

Ashley Warner
Chairman

Jason Roberts
Secretary

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December 3, 2020

Call to Order

Jason McKinney, Board Chairman, called to order the regular meeting of the Board of Directors at 11:13 a.m. on December 3, 2020. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA. A video conference was set up for listening purposes and public participation only.

Board Members Present: Ashley Davis, Beth Smiley, Dick Bremer, Emma Hebert, Jason McKinney, Jason Roberts, Pam Glorioso, Rob Brown, Sandy Cimino, Shelli Murphy, and Taylor Jamison.

Board Members on Conference Call: None

Board Members Absent: Edie Festavan, Joanna Folsie-Alexander, Matthew Snyder, Randy Slagle and Wanda Bennett.

Staff Members Present: Stacy Brown, Taylor Gullatt and Charlie Rice.

Approval of Agenda

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

Approval of Minutes

Mr. McKinney called for a motion to approve the November 5, 2020 regular scheduled Board meeting minutes. A motion was made by Mr. Bremer and seconded by Ms. Hebert. All in favor none opposed with no public comment.

Personnel Committee

Mr. Brown made a motion to move the Personnel Committee to the top of the agenda out of concern for board members having to leave early and loss of quorum. Ms. Smiley seconded the motion. All in favor none opposed with no public comment. Contract renewal for Stacy Brown, President of the Shreveport-Bossier Convention and Tourist Bureau was reviewed. Mr. Brown made a motion to approve the contract. Seconded by Ms. Cimino. All in favor none opposed with no public comment.

Opportunity for Public Comment and Public Hearing for the 2020 Budget Amendments – Mr. McKinney called the Public Hearing to order at 11:30 a.m. Mr. McKinney asked if there was anyone to speak in favor or opposition to the proposed 2020 budget

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amendments for the Shreveport-Bossier Convention and Tourist Bureau and Sports Commission. There being no one, the public hearing closed at 11:31 a.m.

President's Report

Ms. Brown reviewed the bureau 2019 staff education by department and updated the board on the possible COVID Relief package that is in negotiations in Washington, DC.

Communications: Working with AdTheorant for the Fall Press Play in Shreveport-Bossier campaign. AdTheorant is a leading provider of predictive digital advertising technology and solutions for brands and agencies. The digital campaign ran simultaneously with the Expedia campaign, search engine marketing, social media, and public relations efforts. Aly Velasquez, marketing manager, was named to Destination's International Public Relations & Communications Task Force. Travel and Leisure Magazine featured Shreveport as one of 22 places to have a unique socially distant Santa Claus experience. A blog on 20x49.com called "Not to Stir the Pot, But Which Restaurant Has the Best Gumbo in Shreveport-Bossier?" has created community and visitor engagement, as well as social sharing.

Conventions: The sales teams October/November travel included Connect Marketplace with 34 appointments, Meeting Planners International MPI WEC Conference and MPI DFW Chapter luncheon that led to hosting the board retreat in the market. Conducted four site visits, all are considering 2022. Partner visits with Book a Room wholesaler to sign up more hotel properties. Press Play Hotel and Attraction Packaging was launched for round two with ten hotels participating. Electronic marketing pieces developed for sales solicitation and follow-up to assist with prospecting.

Sports: Mr. Wells was appointed the 2021 Team Louisiana Vice Chair. Presenting to the Shreveport-Bossier Attractions Association on Friday, December 11, 2020. Currently planning for the 2021 CenterPoint Energy Red River Balloon Rally. USA Boxing National Championships have been postponed to a later date in the spring of 2021. Site visit with Crappie Expo in November.

Holiday Updates: Rockets Over the Red has been canceled due to COVID.

Financials

- Q. 2020 Shreveport-Bossier Convention & Tourist Bureau and Sports Commission Budget Amendment – proposed budget amendments were handed out. After discussion, a motion was by Mr. Bremer to approve the budget amendments for the Bureau and Sports Commission, seconded by Ms. Cimino. All in favor none opposed with no public comment.

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- R. Financial Report –Mr. Gullatt reviewed the financial reports for October. Ms. Smiley made a motion to approve. Mr. Brown seconded. All in favor none opposed with no public comment.

- S. Vehicle RFP – Mr. Brown and Mr. Roberts will review the RFPs on December 17, 2020.

- T. Occupancy Tax Report – Ms. Brown reviewed the occupancy report for October. Overall Shreveport-Bossier is down 20.66% year to date.

- U. Tourism Summary Report – Ms. Brown reviewed the Tourism Summary report for October.

- V. Check Register – Ms. Brown answered all questions regarding the check register for October.

- W. Grant Application Review – *Family Holiday Drive in Movie* – the board has requested more information and would like to review in January. *Christmas in Roseland* – Ms. Smiley recused herself and left the room. Ms. Glorioso made a motion to approve up to \$3,000; Ms. Cimino seconded. All in favor none opposed with no public comment.

- X. Regional Indoor Sports Complex – Funding discussion meeting notes were given to the board for review.

Chairman's Report

C. Association Reports

- g. Restaurant Association –Mr. McKinney reported that the restaurant numbers for Thanksgiving were abnormal.

- h. Hotel/Motel Association – A speaker presented on staffing and employee retentions on November 19, 2020 at Pepito's. December meeting will be held at Silver Star Smoke House on December 10, 2020.

- i. Attraction Association – The next SBAA seminar (Festival and Event Planning in the Time of COVID-19) will be held Friday, December 11, 2020 from 2:00 p.m. to 3:30p.m. on Zoom.

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Board Recognition for Out-Going Board Members – Ms. Cimino and Mr. McKinney as outgoing Chairman, were recognized for their service to our community.

New Board Appointee – Mr. Jerome Dubose has been appointed by the Bossier Chamber of Commerce to replace Ms. Cimino.

Next Meeting:

Board Meeting – Thursday, January 21, 2021

Agenda items for upcoming meeting:

Adjourned: Meeting was adjourned at approximately 12:15 p.m.

Approved:

Jason McKinney
Chairman

Pam Glorioso
Secretary