

**OFFICIAL PROCEEDINGS OF THE BOARD OF DIRECTORS OF THE
SHREVEPORT-BOSSIER CONVENTION & TOURIST BUREAU
November – October - September 2022**

November 15, 2022

Call to Order

Pam Glorioso, Board Chairman, called to order the regular meeting of the Board of Directors at 11:45 a.m. on November 15, 2022. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA.

Board Members Present: Ashley Warner, Beth Smiley, Casey Hartley, Jerome DuBose, Pam Glorioso, Randy Slagle, Tiffany Evans, Charles Johnson, Shelli Murphy, Rob Brown, and Jason McKinney.

Board Members Absent: Emma Hebert, Taylor Jamison, Joanna Folsie-Alexander, Jason Roberts, and Wanda Bennett.

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

Opportunity for Public Comment: No public was present.

Approval of Agenda

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

Approval of Minutes

Ms. Glorioso called for a motion to approve the October 20, 2022, regularly scheduled board meeting minutes. Mr. DuBose made a motion to approve the minutes and seconded by Ms. Smiley. All in favor none opposed with no public comment.

Chairman's Report

A. Association Reports

- i. **Restaurant Association:** Currently working with the Hotel Lodging Association by combining the two meetings together for better participation.
- ii. **Hotel/Motel Association:** The housekeeping Appreciation Event was held on September 28, 2022, at Surge Entertainment at Pierre Bossier Mall.
- iii. **Attractions Association:** Working on grant awards. The next seminar will be held Tuesday, November 15, 2022 – the topic will be Marketing Trends.

B. Nominating Committee: The nominating committee appointed Mr. Jason Roberts as Chairman; Ms. Beth Smiley as Vice Chairman; Mr. Jerome DuBose as Treasurer; and

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Ms. Joanna Folsie-Alexander as Secretary. A motion was made by Mr. McKinney to accept these nominations; seconded by Mr. DuBose. All in favor none opposed with no public comment.

- C. Personnel Committee:** The Personnel Committee made a motion to hire a VP of Destination Development and a support person; they approved up to a 3% merit increase (prorated by service) for the staff and Ms. Brown effective January 1, 2023. A cost-of-living increase was given in August 2022. The motion was seconded by Mr. McKinney. All in favor none opposed with no public comment.

Opportunity for Public Comment and Public Hearing for the 2023 Budget – Ms. Warner called the Public Hearing to order at 11:53 a.m. Ms. Glorioso asked if there was anyone to speak in favor or opposition to the proposed 2023 Shreveport-Bossier Convention and Tourist Bureau Budget or its Divisions. There being no one, the public hearing closed at 11:54 a.m.

Budget Approval for the 2023 SBCTB and its divisions A motion was made by the Finance Committee for the approval of the 2023 budget along with the budgets for the Holiday Trail of Lights, Boom or Bust Byway, Shreveport-Bossier Film Office, ARPA, Shreveport-Bossier Sports Commission Reserve and Shreveport-Bossier Sports Commission Events; seconded by Mr. Brown. All in favor none opposed with no public comment.

- A. **Financial Report** – Mr. Bronson reviewed the October 2022 financials. A motion was made by the Finance Committee to approve and seconded by Ms. Slagle. All in favor none opposed with no public comment.
- B. **Check Register** – Mr. Bronson answered all questions regarding the check register for October.
- C. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy tax report for September. Overall Shreveport-Bossier is up 16.64%.
- D. **Tourism Summary Report** – Report was not available.

Grant Application – *Gumbo Gladiators* – A motion was made by the Finance Committee to approve up to \$3,000; seconded by Mr. DuBose. All in favor none opposed with no public comment. ***Defenders of Liberty Air Show and Open House*** – The Finance Committee made a motion to approve up to \$5,000; seconded by Mr. Brown. All in favor none opposed with no public comment. Prior to the discussion of Christmas on Caddo, Ms. Hartley reclused herself and left the room. ***Christmas on Caddo*** – The Finance Committee made a motion to approve up to \$3,000; seconded by Ms. Warner. All in favor none opposed with no public comment Prior to the discussion of Christmas in Roseland, Ms. Smiley reclused herself and

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left the room. ***Christmas in Roseland*** – The Finance Committee made a motion to approve up to \$7000; seconded by Mr. McKinney. All in favor none opposed with no public comment ***Sci-Port: Sno-Port*** – A motion was made by the Finance Committee to approve up to \$5,000; seconded by Ms. Slagle. All in favor none opposed with no public comment. ***3 Strands Wine Event*** – a grant was not received.

President Reports

Communications: Awarded the Convention South Readers' Choice Award. Working on the Holiday on the Red Campaign and Holiday Trail of Lights; a press conference was held on November 14, 2022, at Sci-Port Discovery Center. Ms. DeVille gave the board an update on the Holidays on Red Campaign.

Conventions: Leads are up YTD and bookings are improving. Preparing for the NTA tradeshow in Reno, NV. Sales mission in Baton Rouge with HGI/Homewood Suites targeting state association markets. Attended MPI Dallas networking event. Travel South International shared appointments with Natchitoches CVB. Attending the Religious Conference Managers Association Conference in January 2023.

Sports Commission: Met with Bossier Police Jury leaders and Camp Minden leaders to review and finalize improvements to the Archery Shooter Association event site. The sales team traveled to Oklahoma City to attend the TEAMS Conference; met with Event Rights Holders to discuss bringing the event to Shreveport-Bossier. Worked with the Louisiana Boardwalk to execute Pet Palooza which included a pet parade with Krewe of Barkus & Meaux ending at the SRS Dock Diving Championship on October 22, 2022.

Destination Marketing Plan and Branding Update: The visioning and Branding session were very successful.

Ethics and Sexual Harassment Training: Due by December 31, 2022. A link will be sent out to everyone.

Bureau Open House: Ms. Brown reminded everyone that the Bureau Open House will be held at the Shreveport Aquarium on Thursday, December 1, 2022.

Next Meeting:

- Board Meeting-December 15, 2022

Agenda items for the upcoming meeting:

Adjourned: The meeting was adjourned at approximately 12:20 p.m.

Approved:

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Pam Glorioso
Chairman

Beth Smiley
Secretary

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October 20, 2022

Call to Order

Pam Glorioso, Board Chairman, called to order the regular meeting of the Board of Directors at 11:45 a.m. on October 20, 2022. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA.

Welcome & Introductions: Welcomed Mr. Charles Johnson to the board; Mr. Johnson was appointed by the City of Shreveport.

Board Members Present: Beth Smiley, Casey Hartley, Jason Roberts, Jerome DuBose, Joanna Folse-Alexander, Pam Glorioso, Randy Slagle, Shelli Murphy, Tiffany Evans, Charles Johnson, and Jason McKinney.

Board Members Absent: Emma Hebert, Taylor Jamison, Rob Brown, and Wanda Bennett.

Staff Members Present: Stacy Brown, and Aaron Bronson.

Opportunity for Public Comment: No public was present.

Approval of Agenda

Ms. Glorioso called for a motion to approve the agenda. Ms. Smiley made a motion to approve which was seconded by Ms. Evans. All in favor none opposed with no public comment.

Approval of Minutes

Ms. Glorioso called for a motion to approve the September 15, 2022, regularly scheduled board meeting minutes. Mr. DuBose made a motion to approve the minutes and seconded by Ms. Smiley. All in favor none opposed with no public comment.

- E. **Financial Report** –Mr. Bronson reviewed the September 2022 financials. A motion was made by the Finance Committee to approve and seconded by Ms. Slagle. All in favor none opposed with no public comment.

- F. **Check Register** – Mr. Bronson answered all questions regarding the check register for September.

- G. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy tax report for September. Overall Shreveport-Bossier is up 20.18%.

- H. **Tourism Summary Report** – Ms. Brown reviewed the tourism summary report for September.

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Grant Application Review –The Finance Committee made a motion to approve up to \$6,250 for the *Independence Bowl* with the stipulation that 2022 is the last year to fund due to tax funding; seconded by Ms. Glorioso. All in favor none opposed with no public comment.

President Reports

Communications: Awarded the Convention South Readers Choice Award. In the midst of the fall campaign. Working on the Holiday on the Red Campaign and Holiday Trail of Lights; a press conference will be held on November 14, 2022, at Sci-Port Discovery Center. Social media and content marketing are continuing to grow. New website and current website refresh; pull in the SB Fun Guide under one primary site.

Conventions: Preparing for the National Tour Association (NTA) Travel Exchange in Reno, Nevada, sponsoring the closing reception with the Louisiana Office of Tourism inviting them to the Shreveport-Bossier area next year; the event will be held in November 2023 with over 2k rooms nights. Also, preparing for the Society of American Travel Writers (SATW) which has mainly been moved to the marketing department. Sponsored and attended the Meeting Professionals International Dallas Fort Worth Chapter Networking event; Hampton Inn Bossier and Shreveport Aquarium participated as well. Attended the Louisiana Society of Association Executives Annual Convention. Had a site visit with the Louisiana Realtors Association.

Sports Commission: Sales team traveled to the SPORTS Relationship Conference where they met with Event Rights Holders to discuss bringing their events to the area. Met with the World Axe and Knife Throwing to confirm details and finalize the proposal for the US Open Event in 2023. Met with Bossier Parish Police Jury leaders and Camp Minden leaders to review and finalize improvements to the Archery Shooter Association event site. Pet Palooza will be held this weekend and will include a pet parade with Krewe of Barkus & Meaux ending with an SRS Dock Diving championship. USA Softball Annual Conference will be held November 10-16, 2022 at the Shreveport Convention Center.

Destination Marketing Plan and Branding Update: Visioning Workshop will be held on November 2, 2022, at the Shreveport Convention Center. Branding will be discussed November 9-11, 2022.

Business Plan/Retreat/Budget Timeline: Ms. Brown thanked everyone that attended the Board retreat.

- Visioning Workshop November 2, 2022
- Budget Review November 8, 2022
- Budget Approval November 15, 2022

Ethics and Sexual Harassment Training: Due by December 31, 2022. A link will be sent

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out to everyone.

Chairman's Report

B. Association Reports

- i. **Restaurant Association:** Held a Meet & Greet two weeks ago.

- ii. **Hotel/Motel Association:** The housekeeping Appreciation Event was held on September 28, 2022, at Surge Entertainment at Pierre Bossier Mall.

- iii. **Attractions Association:** Working on grant awards. The next seminar will be held Tuesday, November 15, 2022 – the topic will be Marketing Trends.

D. Appoint Nominating Committee: The following were appointed – Ashley Warner, Jason McKinney, Rob Brown, Jason Roberts, and Pam Glorioso.

Next Meeting:

Budget Review November 8, 2022
Budget Approval November 15, 2022

Agenda items for the upcoming meeting:

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

Approved:

Pam Glorioso
Chairman

Beth Smiley
Secretary

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September 15, 2022

Call to Order

Pam Glorioso, Board Chairman, called to order the regular meeting of the Board of Directors at 11:52 a.m. on September 15, 2022. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA.

Board Members Present: Beth Smiley, Casey Hartley, Jason Roberts, Jerome DuBose, Joanna Folsie-Alexander, Pam Glorioso, Randy Slagle, Rob Brown, Shelli Murphy, Tiffany Evans, and Jason McKinney.

Board Members Absent: Emma Hebert, Taylor Jamison, and Wanda Bennett.

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

Opportunity for Public Comment: No public was present.

Approval of Agenda

Ms. Glorioso called for a motion to approve the agenda. Ms. Smiley made a motion to approve which was seconded by Ms. Folsie-Alexander. All in favor none opposed with no public comment.

Approval of Minutes

Ms. Glorioso called for a motion to approve the August 18, 2022, regularly scheduled board meeting minutes. Mr. Roberts made a motion to approve the minutes and seconded by Ms. Evans. All in favor none opposed with no public comment.

Opportunity for Public Comment

No public comment.

- I. **Financial Report** –Mr. Bronson reviewed the August 2022 financials and the Red River Balloon Rally financials. A motion was made by the Finance Committee to approve and seconded by Ms. Slagle. All in favor none opposed with no public comment.
- J. **Check Register** – Mr. Bronson answered all questions regarding the check register for August.
- K. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy tax report for August. Overall Shreveport-Bossier is up 23.03%.
- L. **Tourism Summary Report** – Ms. Brown reviewed the tourism summary report

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for July.

Grant Application Review –The Finance Committee made a motion to approve up to \$12,500 for the *Red River Revel and State Fair of Louisiana* with the stipulation of next year if the State Fair of Louisiana requests a grant in the Spring of 2023, they would be awarded up to \$6,250 instead of receiving \$12,500, the same for the fall; seconded by Mr. Roberts. All in favor none opposed with no public comment.

President Reports

Communications: Katharyn DeVille has been hired as the VP of Communications and Allyson Walker has been rehired as the Marketing Manager. Ms. Brown updated the board on the staffing changes. The bureau will be participating with the Louisiana Office of Tourism as a sponsor for the Rose Parade. Currently working on Mardi Gras. The Boom or Bust Byway was awarded an NEA Grant for byway signage.

Conventions: David, Jessica, and an industry partner traveled to Dallas for the MPI Networking Event. Connect Faith will be held in October 2022. Traveled to Detroit for the Connect Marketplace, teamed up with the Louisiana Office of Tourism and Hilton Shreveport, met with over 60 meeting planners. Site visits with the Society of American Travel Writers and National Square Dance Convention. Leads are picking up.

Sports Commission: Won the bid for the 2024 Dixie Youth Baseball World Series, the event will be held in July-August at Tinsley Park. Met with a local balloon group about the Red River Balloon Rally which helped us prepare a bid for a 3-year commitment for the Women's National Balloon Championship. Meeting with Conference USA for their basketball championship in March 2024. Pet Palooza will be held in conjunction with the SRS Dock Diving on October 22, 2022. Super Retriever Series Crown Championships will be held November 1-6, 2022. Battle of the Bags 1st Responder's Cornhole Tournament will be held on October 7, 2022, at Seventh Tap Brewery.

Destination Marketing Plan and Branding Update: A Resident Sentiment Survey was sent out this week. More focus groups and one-on-ones will be scheduled. Visioning Workshop will be held on November 1 or 2, 2022.

Business Plan/Retreat/Budget Timeline:

- Staff Retreat October 6, 2022
- Board Retreat October 7, 2022 – Business Plan/DMP & Brand Implementation
- Visioning Workshop November 1 or 2, 2022
- Budget Review November 15, 2022
- Budget Approval November 17, 2022

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Chairman's Report

C. Association Reports

- i. **Restaurant Association:** Advocacy – defeated tip/wage doubling; assisted with ARPA.

- ii. **Hotel/Motel Association:** September 28, 2022 meeting will be held at Surge for the Housekeeper Appreciation, from 6:00 p.m. to 9:00 p.m.

- iii. **Attractions Association:** Grant applications will be judged next week.

Next Meeting:

Board Retreat – Friday, October 7, 2022, location to TBD

Board Meeting – Thursday, October 20, 2022, @ 11:30 a.m.

Agenda items for the upcoming meeting:

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

Approved:

Pam Glorioso
Chairman

Beth Smiley
Secretary