**Call to Order**

Jerome DuBose, Board Chairman, called the regular meeting of the Board of Directors to order at 11:42 a.m. on January 16, 2025. The meeting was held at Visit Shreveport-Bossier, 629 Spring Street, Shreveport, LA.

**Board Members Present:** Andrea Butler, Billy Anderson, Casey Hartley, Charles Johnson, Jason McKinney, Jerome DuBose, Joanna Folse-Alexander, Joanne Fayard, Kelly Darden, Pam Glorioso, Rob Brown, Tiffany Evans, and Veronica Brown.

**Board Members Absent:** Carlotta Brown

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

**Welcome New Board Members:**

The Hotel Lodging Association has appointed Kelly Darden and Joanna Folse-Alexander, the Caddo Rural Mayors has appointed Veronica Brown.

**Opportunity for Public Comment:** No public comment.

**Approval of Agenda**

Mr. DuBose called for a motion to approve the agenda. Mr. Johnson made a motion to approve, which Ms. Glorioso seconded. All in favor, none opposed, with no public comment.

**Approval of Minutes**

Mr. DuBose called for a motion to approve the December 12, 2024, regularly scheduled board meeting minutes. Mr. Anderson made a motion to approve, seconded by Mr. Johnson. All in favor, none opposed, with no public comment.

**Finance Committee**

* 1. **Financial Report—**Mr. Bronson reviewed the December financial summary with the board.
  2. **Check Register** – The check register is unavailable due to year-end closing.
  3. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy tax report for December. Overall, Shreveport-Bossier is down 0.68 YTD.
  4. **Tourism Summary Report** – Ms. Brown reviewed the November Tourism Summary Report.
  5. **Audit Engagement Letter**- The Finance Committee motioned to use Cook & Morehart for the 2024 Audit, seconded by Ms. V. Brown. All were in favor, none opposed, and there was no public comment.
  6. **Resolutions -** The Finance Committee motioned to approve the three (3) signing resolutions giving Ms. Stacy Brown signing authority, seconded by Mr. Anderson. All in favor, none opposed, with no public comment. The Finance Committee also motioned to approve the check signer resolution, seconded by Mr. McKinney. All in favor, none opposed, with no public comment.
  7. **Potential Grambling Football Game** - Ms. Brown updated the board on the potential Grambling football game for Labor Day weekend. A Performa report has been requested.

**President Reports**

Working with EAP on a Tourism Business Start-Up Competition to meet needs identified in the Destination Master Plan. Three mandatory training sessions will be held before the competition.

Departmental reports are located in the board packets.

**Rose Parade Update** – Went great. Damien Chapman represented the Shreveport-Bossier area very well. His gumbo was a top request at the Louisiana functions.

**Mardi Gras Shreveport-Bossier Update** – The Mardi Gras Bash will be on February 22 and March 1 at SciPort Discovery Center.

**318 MLK Dream Fest Update** – The first event was held on Wednesday, January 15, 2025. A landing page, billboards, social media, and media interviews are underway.

**Chairman’s Report**

1. **Association Reports**
   1. **Restaurant Association:** No report.
   2. **Hotel/Motel Association:** TheChristmas party was held at Silver Star Bossier. The next meeting will be held on February 13, 2025.
   3. **Attractions Association:** No report.

**Next Meeting:**

* February 20, 2025 – Finance Committee Meeting @ 10:30 a.m.
* February 20, 2025 – Board Meeting @ 11:30 a.m.

**Agenda items for the upcoming meeting**:

**Adjourned:** The meeting was adjourned at approximately 12:37 p.m.

**Approved:**

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Jerome DuBose Tiffany Evans

Chairman Secretary