**Call to Order**

Pam Glorioso, Board Chairman, called to order the regular meeting of the Board of Directors at 11:55 a.m. on March 17, 2022. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA.

**Welcome New Members:** Ms. Glorioso welcomed Jason McKinney back to the board.

**Board Members Present:** Ashley Warner, Beth Smiley, Jerome DuBose, Joanna Folse-Alexander, Pam Glorioso, Shelli Murphy, Taylor Jamison, Wanda Bennett, and Jason McKinney.

**Board Members Absent:** Casey Hartley, Emma Hebert, Jason Roberts, and Rob Brown.

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

**Approval of Agenda**

Mr. Dubose made a motion to add the vehicle lease and ARPA funds to the agenda and Ms. Smiley seconded. All in favor none opposed with no public comment. Ms. Glorioso called for a motion to approve the agenda. Ms. Alexander-Folse made a motion to approve and seconded by Mr. McKinney. All in favor none opposed with no public comment.

**Approval of Minutes**

Ms. Glorioso called for a motion to approve the February 17, 2022 regular scheduled board meeting minutes. Mr. DuBose made a motion to approve the minutes and seconded by Mr. Jamison. All in favor none opposed with no public comment.

**Opportunity for Public Comment**

No public comment.

* 1. **Financial Report –**Ms. Brown gave an update on December 2021 and February financials. A motion was made by the Finance Committee to approve and seconded by Mr. McKinney. All in favor none opposed with no public comment.
  2. **Check Register** – Ms. Brown answered all questions regarding the check register for February.
  3. **Occupancy Tax Report** – Ms. Glorioso reviewed the occupancy report for February. Overall Shreveport-Bossier is up 55.54%.
  4. **Tourism Summary Report** – Ms. Glorioso reviewed the January tourism summary report.
  5. **Resolution** – The Finance Committee made a motion to move $750,000 from the Sales Tax Bank account to the Reserve Funds account. Mr. McKinney seconded. All in favor none opposed with no public comment.
  6. **Grant Applications** – The Finance Committee made a motion to approve the following grant applications: ***State Fair of Louisiana***-***Spring Fest*** up to $12,500, ***SciPort-GamePort*** – up to $2,500, ***Mudbug Madness*** up to $12,500 and ***Film Prize Jr.*** – up to $3,500; seconded by Mr. DuBose. All in favor none opposed with no public comment.
  7. **ARPA Funds** – The Finance Committee made a motion to use $147,440 of the ARPA funds for additional marketing; seconded by Mr. Jamison. All in favor none opposed with no public comment.
  8. **Vehicle Lease** – The Finance Committee made a motion to sign a new two-year vehicle lease; seconded by Mr. McKinney. All in favor none opposed with no public comment.

**President’s Report**

Two new employees: Cicely Parson, Sports Coordinator/Administrator and Jerrica Bennett, Public Relations/Digital Content Manager.

Statewide litter clean up is scheduled for April 23, May 21, and June 18, 2022.

Working with the Louisiana Office of Tourism on the upcoming ESSENCE Festival in New Orleans.

Ms. Warner informed the board that the Tax-Free reimbursement location at the Louisiana Boardwalk has been closed.

Ms. Brown in the new chairman of the Louisiana Association of Convention & Visitors Bureau and vice chair of the National Scenic Byway Foundation.

**Communications:** Twenty-one restaurants have signed up for 318 Restaurant Week which is scheduled May 2-6, 2022; signup deadline is April 8, 2022. Currently updating the family, outdoor and byway brochures. Expedia campaign for Mardi Gras was a great success with room nights up 1,000 compared to 2021.

**Conventions:** Site visits are scheduled with the National Tour Association (NTA), National Square Dance and the Montford Point Marine Association in the next couple of weeks. Hosted the SATW Central States Travel Writer’s FAM.

**Sports:** News conference for Volleyball National League (VNL) is scheduled for March 18, 2022 at the Shreveport Convention Center. Amateur Volleyball Tournament will be held this weekend, March 19, 2022. Requesting funds from the state level from the major event funds. Archery Shooters Association (ASA) Annual Tournament will be held April 21-24, 2022.

**Legislative Update:**  President Biden signed the Appropriations Bill which includes grants for scenic byways for the first time since 2012.

**Excellence in Hospitality Awards/Tourism Awareness Week:** Hospitality Awards are scheduled for Thursday, May 12, 2022 at Sam’s Town Casino. *(Now moved to Monday, May 9, 2022)*

**Chairman’s Report**

**Association Reports**

1. Restaurant Association – Mr. McKinney reported that a health care plan is now available for employees in the restaurant business.
2. Hotel/Motel Association – Ms. Alexander-Folse reported that the HLA held a meeting on March 16, 2022 at the Bossier Parish School for Technology & Innovative Learning Center. HLA will have a Networking Happy Hour with the Shreveport-Bossier Attraction’s Association on April 14, 2022 from 3:00 – 5:00 p.m. at the Missing Link, downtown Shreveport.
3. Attractions Association – Ms. Smiley reported that committees are being set up and working on Spring grants.

**Next Meeting:**

**Board Meeting – Thursday, April 21, 2022 @ 11:30 a.m.**

**Agenda items for upcoming meeting**:

**Adjourned:** Meeting was adjourned at approximately 12:30 p.m.

**Approved:**

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Pam Glorioso Beth Smiley

Chairman Secretary