**Call to Order**

Beth Smiley, Board Chairman, called to order the regular meeting of the Board of Directors at 12:01 p.m. on June 20, 2024. The meeting was held at Visit Shreveport-Bossier, 629 Spring Street, Shreveport, LA.

**Board Members Present:** Andrea Butler, Beth Smiley, Billy Anderson, Charles Johnson, Casey Hartley, Jerome DuBose, Pam Glorioso, Randy Slagle, Jason Roberts, Jason McKinney, Joanne Fayard, and Rob Brown.

**Board Members Absent:** Tiffany Evans

**Staff Members Present:** Stacy Brown, Aaron Bronson, Karen Barnes, Molly Newberry, and Charlie Rice.

**Special Guest:** Travis Morehart, Auditor

**Public Present:** Nate Freneey, Intern with CeJay Enterprise, Rebecca Bonnevier, Executive Director, and Henry Price, Chairman with the Shreveport Regional Arts Council.

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

**Approval of Agenda**

Ms. Smiley called for a motion to approve the agenda with the addition of the Credit Card Resolution. Mr. Roberts made a motion to approve, which Mr. Anderson seconded. All in favor, none opposed, with no public comment.

**Approval of Minutes**

Ms. Smiley called for a motion to approve the June 20, 2024, regularly scheduled board meeting minutes. Ms. Smiley made a motion to approve the minutes seconded by Mr. Anderson. All in favor, none opposed, with no public comment.

**Finance Committee**

* 1. **Audit Exit Report**—Mr. Morehart presented the annual audit report. There were no findings for the 2022 or current year audit for the year ended December 31, 2023.
  2. **Financial Report—**Mr. Bronson reviewed the June financials with the board. The Finance Committee made a motion to approve, seconded by Ms. Slagle. All were in favor, none opposed, and there was no public comment.
  3. **Check Register** – Mr. Bronson answered all questions about the June check register.
  4. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy tax report for June. Overall, Shreveport-Bossier is down 3.55% YTD.
  5. **Tourism Summary Report** – Ms. Brown reviewed the June 2024 tourism summary reports.
  6. **Film Office** – A motion from Mr. Roberts for Ms. Brown to hire an employee for the Film Office, seconded by Ms. Fayard.
  7. **Santa Calls**—Mr. Johnson stated that there be a clause in the cooperative endeavor that any tax money VSB gives to any entity must show a return on investment through people staying at hotels. The Finance Committee approved $100,000 for 2024 and $100,000 for 2025, seconded by Ms. Glorioso. All were in favor, none opposed, and there was no public comment.
  8. **Credit Card Resolution** – The Finance Committee made a motion to authorize Stacy Brown, Aaron Bronson, and Molly Newberry to monitor, change, remove, and/or add all SBCTB users through Red River Bank’s credit card portal, seconded by Mr. McKinney. All in favor, none opposed, with no public comment.

**President Reports**

**Conventions—**The Louisiana Municipal Association (LMA) Annual Convention will be held at the Shreveport Convention Center on August 1-3, 2024, with 3,380 room nights and 1,600 attendees. The Louisiana Travel Association (LTA) Summit will be held at the Shreveport Convention Center on August 26-29, 2024. Direct/email campaign with the Rewards Program for meetings, conventions, and Mardi Gras 2025. Bookings, leads, and room nights are up YTD. Tourism leads and room nights are up YTD.

**Communications** – Two influencers visited Shreveport-Bossier in June. They delivered positive reviews and assets everywhere in their itineraries. A team comprised of video and social media experts took three days around Shreveport-Bossier to capture content that will be used in various marketing and advertising tactics on a regional and national level.

**Sports Commission** – The Red River Balloon Rally went well and had excellent attendance.

Diamond Youth Baseball starts July 24, 2024, through August 7, 2024; the economic impact is expected to be $4.2 million, with 750 athletes & families in town.

**Employee Update**: Ruth Hunter is retiring, and Molly Newberry was hired as the Finance Manager. Serena Gray was hired as the VP of Marketing and communications.

**Destination Development:** Ms. Barnes updated the board on the Blight Elimination Action Plan Meeting, meeting with the two mayors to discuss the Destination Master Plan and how VSB can serve as a resource to them. Partnered with Shreveport Green and Keep Bossier Beautiful to celebrate America’s 250 Anniversary with the Greatest American Cleanup Project.

**Chairman’s Report**

1. **Association Reports**
   1. **Restaurant Association:** No report.
   2. **Hotel/Motel Association:** Met at Louisiana Downs and discussed upcoming events. The election of officers will be held in August.
   3. **Attractions Association:** The SBAA board reviewed and awarded SBAA grants for the first and second Quarters and discussed future seminars.

Mr. Anderson informed the board that a Faith Leaders Community breakfast will be held on August 31, 2024, from 9:00 to 11:00 a.m.

**Next Meeting:**

* Board Meeting- August 15, 2024

**Agenda items for the upcoming meeting**:

**Adjourned:** The meeting was adjourned at approximately 1:06 p.m.

**Approved:**

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Beth Smiley Andrea Butler

Chairman Secretary