**January 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 January 20, 2022. The meeting was held at the Shreveport-Bossier Convention and Tourist Bureau, 629 Spring Street, Shreveport, LA.

**Welcome & Introductions:** Welcomed Ms. Casey Boddie Hartley to the board; Ms. Hartley was appointed by the Caddo Commission.

**Board Members Present:** Ashley Warner, Beth Smiley, Jason Roberts, Joanna Folse-Alexander, Pam Glorioso, Rob Brown, Jerome Dubose, Shelli Murphy, Taylor Jamison, and Casey Hartley.

**Board Members Absent:** Emma Hebert, Randy Slagle, and Wanda Bennett.

**Staff Members Present:** Stacy Brown, Aaron Bronson, and Gina DePingre’.

**Approval of Agenda**

Ms. Brown requested to add a Resolution of Authority to board agenda. Ms. Smiley made a motion to approve and seconded by Ms. Warner. All in favor none opposed with no public comment. Ms. Glorioso called for a motion to approve the agenda with the Resolution of Authority. Ms. Smiley made a motion to approve and seconded by Mr. Brown. All in favor none opposed with no public comment.

**Approval of Minutes**

Ms. Glorioso called for a motion to approve the December 16, 2022, regular scheduled Board meeting minutes. Mr. Jamison made a motion to approve the minutes and seconded by Mr. Dubose. All in favor none opposed with no public comment.

**Opportunity for Public Comment**

No public comment.

* 1. **Financial Report –**Mr. Bronson gave a brief update on December expenses. Financials are not finalized and will be reviewed at the February board meeting.
  2. **Check Register** – Ms. Brown answered all questions regarding the check register for December.
  3. **Audit Engagement Letter** – Ms. Smiley made a motion to approve the Audit Engagement letter from Cook & Morehart and seconded by Ms. Folse-Alexander. All in favor none opposed with no public comment.
  4. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy report for December. Overall Shreveport-Bossier ended 2021 up 39.12%
  5. **Tourism Summary Report** – Ms. Brown reviewed the November tourism summary report. December report was not available.
  6. **American Recovery Plan Act Funds** – All funds received will be put into a separate account.
  7. **Resolution of Authority** – Ms. Smiley made a motion to approve the Resolution of Authority to update authorized check signers. Seconded by Ms. Glorioso. All in favor none opposed with no public comment.

**President’s Report**

Ms. Tammy Canavan from Fired Up Culture will be in the office on January 27-28, 2022, to meet with staff, board, and key community partners, she will be looking at the bureau staff structure and polices needed to accomplish our key initiatives.

**Staff Changes:** Staff changes were reviewed.

Ms. Brown will be meeting with LA Tech next week regarding the Equine Study for Bossier Parish.

**Communications:** Working to resolve the visitor guide problem. 318 Restaurant Week is scheduled for March 14-19, 2022. Currently working on digital magazines for Spring/Summer, Fall/Winter.

**Conventions:** Due to COVID concerns attendance was down for the Reunion Workshop. SATW CSC Conference is scheduled for February; Gold Wing is scheduled for June 28-July 2, 2022. Jessica and Erica will be attending RCMA February 1-3, 2022. Working on numerous leads.

**Sports:** Assisted with the LSU vs. Louisiana Tech at the Brookshires Grocery Arena; approximately 7,000 people in attendance. ASA Archery-Camp Minden preps are underway. 2022 FIVB Volleyball Nations League Women’s Preliminary Round will be on May 31- June 5, 2022, at the Brookshire Grocery Arena.

**Independence Bowl Update** – Will have report at next meeting.

**Mardi Gras Shreveport-Bossier Update** – Mardi Gras Bash will be on Saturday, February 19, 2022. Currently working on a digital Mardi Gras itinerary and a brochure with a QR code.

**Destination Master Plan/Branding** – We have narrowed down the top two companies and should have proposals soon.

**Texas Street Bridge Lighting** – The Bakowski Bridge of Lights will be turned on February 22, 2022. Academy Award winning filmmaker William Joyce along with other local artist are programing light shows to display every night.

**Chairman’s Report**

**Association Reports**

1. Restaurant Association –No report.
2. Hotel/Motel Association – HLA Christmas party was held on December 16, 2021, at Bally’s Allure Lounge. A planning meeting is scheduled for tomorrow, January 21, 2022.
3. Attraction’s Association – Officers for 2022 Angelique Fester, President, and Beth Smiley as Vice President.

Ms. Smiley made a motion to adjourn the board meeting; Mr. Roberts seconded the motion. All in favor none opposed with no public comment.

**Next Meeting:**

**Board Meeting – Thursday, February 17, 2022 @ 11:30 a.m.**

**Agenda items for upcoming meeting**:

**Adjourned:** Meeting was adjourned at approximately 12:45 p.m.

**Approved:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ashley Warner Jason Roberts

Chairman Secretary

**February 17, 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 February 17, 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, Emma Hebert, Jason Roberts, Joanna Folse-Alexander, Pam Glorioso, Rob Brown, and Shelli Murphy.

**Board Members Absent:** Jerome DuBose, Taylor Jamison, Randy Slagle, and Wanda Bennett.

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

**Approval of Agenda**

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

**Approval of Minutes**

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

**Opportunity for Public Comment**

No public comment.

* 1. **Financial Report –**Mr. Bronson gave an update on January expenses. A motion was made by Ms. Alexander-Folse to approve and seconded by Mr. Brown. All in favor none opposed with no public comment.
  2. **Check Register** – Ms. Brown answered all questions regarding the check register for January.
  3. **Occupancy Tax Report** – Ms. Brown reviewed the occupancy report for January. Overall Shreveport-Bossier is up 73.61%.
  4. **Tourism Summary Report** – Ms. Brown reviewed the December tourism summary report.
  5. **Louisiana Compliance Questionnaire** – Ms. Brown reviewed and answered all questions. Ms. Smiley made a motion to approve and seconded by Ms. Alexander-Folse. All in favor none opposed with no public comment.

**President’s Report**

**Communications:** Won four bronze Addy Awards. 318 Restaurant Week has been moved to May in conjunction with National Tourism Week. Planning the Spring/Summer Campaign for April-June; looking to supplement with ARPA funds. Ms. Brown will give the plan for the funds at the March meeting. Currently working on the Summer Travel magazine. Shalisa is finishing out with SATW Mardi Gras Media Trip with six writers, seven influencers with city tours, parades, and Krewe of Highland Ball.

**Conventions:** Christian Meetings & Conventions Association Showcase (CMCA) will be February 28 through March 4, 2022. Attended the American Bus Association Marketplace and MPI DFW January Chapter Networking luncheon. Service requests are up.

**Sports:** Met with NSU and Grambling to finalize arrangements for the football game in September to be held at Independence Stadium. Sports staff attended the Bossier Police Jury and Webster Police Jury meetings to present them a plaque and thank them for their contributions to the ASA Archery Tournament. Currently working with the Brookshire Grocery Arena and the Bossier City Council to ensure the success of the Red River Balloon Rally. Ms. Cicely Parson has joined our staff as the Sports Coordinator/Administrator.

**Independence Bowl Update** – 2021 Radiance Technologies Independence Bowl had 3.44 million viewers on ABC according to ESPN. Paid attendance was 26,276, ranking 24th among bowl games. Working with Scott Wysong on economic impact numbers.

**Mardi Gras Shreveport-Bossier Update** – Mardi Gras Bash will be on Saturday, February 19, 2022, A total of 260 attendees are schedule to attend including four tour groups. Currently working on a digital Mardi Gras itinerary and a brochure with a QR code.

**Destination Master Plan/Branding** – We have narrowed down the top two companies and should have proposals soon.

**Texas Street Bridge Lighting** – The Bakowski Bridge of Lights will be turned on February 22, 2022. Academy Award winning filmmaker William Joyce along with other local artist are programing light shows to display every night.

**Chairman’s Report**

**Association Reports**

1. Restaurant Association –Mr. McKinney has been appointed to the board on behalf of the Restaurant Association. He will be attending the March meeting.
2. Hotel/Motel Association – February meeting was held on February 10, 2022 at the Krewe of Gemini Museum. Guest speakers were Tracy Herrin, Captain of Captains and Kim with Krewe of Gemini Museum. The next meeting will be March 10, 2022 at BPSTIL.
3. Attraction’s Association – Currently having a membership drive. The next meeting will be a joint meeting with the Hotel/Motel Association on April 13, 2022.

**Next Meeting:**

**Board Meeting – Thursday, March 17, 2022 @ 11:30 a.m.**

**Agenda items for upcoming meeting**:

**Adjourned:** Meeting was adjourned at approximately 12:45 p.m.

**Approved:**

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ashley Warner Jason Roberts

Chairman Secretary