

Minutes of the
Shreveport-Bossier Sports Commission Advisory Board
April 21, 2021

Members Present:

Billy Montgomery, Chairman
Stacy Brown, Shreveport-Bossier Convention & Tourist Bureau
Bob Brotherton, Bossier Parish Police Jury
Larry Anderson, City of Shreveport
Doyle Adams, Bossier Parish Police Jury
Clay Bohanan, City of Bossier
Joe Mero, City of Shreveport

Members on Zoom:

Lyndon Johnson, Caddo Parish Commission

Not Present:

Shantel Hardison, Caddo Parish Commission
Jeff Free, City of Bossier

Staff Present:

Nick Kopka
Kelly Wells
Taylor Gullatt
Charlie Rice
Sara Aymond

Call to Order

The regularly scheduled meeting of the Shreveport-Bossier Sports Commission (SBSC) Advisory Board was held on Wednesday, April 21, in the office. Board members and public had the opportunity to participate via Zoom; however, due to Proclamation 102 from the Governor dated August 6, 2020, members can participate, but will not be counted towards the quorum or have the ability to vote. Billy Montgomery, Chairman, called the meeting to order at 8:05 a.m. A quorum was present.

Minutes

The Minutes of the March 24, 2021 meeting were reviewed. Following review, Mr. Bohanan moved to accept the Minutes as distributed. Mr. Brotherton seconded the Motion which was voted on and passed with no public comment.

Financial Report

Mrs. Brown shared the financials with the board. Year to date we are a little under budget for revenues. Under the operating expenses we are also under budget. Mrs. Brown noted that this was the first year that the sports commission had budgeted monthly and so that we can only expect to be more accurate next year.

The year over year comparison shows that the hotel occupancy tax is still down and part of that is due to the winter storm that we had experienced. The balance in the reserve account remains the same. Mrs. Brown said that as people continue to be vaccinated, travel sentiment will only continue to grow. The year over year comparison will look vastly different moving forward due to the pandemic beginning approximately a year ago.

Sports Update:

Funding Application – There were six funding applications presented. The Mudbug Madness Cornhole Tournament, 26th Mizuno Ark-La-Tex Challenge, 2021 Damon McCoy Invitational, Monkeyfest Cornhole Tournament, 2021 Sickle Cell Softball Tournament, and the Terry Cox Memorial State Qualifier Weekend.

Ms. Aymond shared the Mudbug Madness Cornhole Tournament and the Monkeyfest Cornhole Tournament. She said that we are going to create a sliding scale for the cornhole tournaments that will encourage more out of town representation. The Mudbug Madness Cornhole Tournament is requesting \$1,500 and the Monkeyfest Cornhole Tournament is requesting \$1,000. These tournaments will not be an officially sanctioned events. Mrs. Brown asked if the sports commission is going to do a sliding scale of up to the amount that is requested.

Mr. Bohanan made the motion to provide up to \$1,500 for the Mudbug Madness Cornhole Tournament and up to \$1,000 for the Monkeyfest Cornhole Tournament and Mr. Brotherton seconded the motion, motion passed unanimously with no public comment.

Ms. Aymond shared the Mizuno Ark-La-Tex Challenge. It takes place over the course of multiple venues and they are requesting \$5,000 to host their tournament.

Mrs. Brown made the motion to provide the \$5,000 for the Mizuno Ark-La-Tex Challenge and Mr. Bohanan seconded the motion, motion passed unanimously with no public comment.

Ms. Aymond shared the Sickle Cell Softball Tournament. She mentioned that the tournament organizers are looking to reduce expenses and they are not sure what the number of teams will be due to the coronavirus. Sickle Cell requested \$20,000 and the staff recommendation was to continue with the budgeted amount, \$15,000. Mr. Wells mentioned that the sports commission had provided more money in the past to add more ancillary entertainment for the families coming to the event and to attract more participants. Mr. Wells mentioned that the sports commission budgeted \$15,000 and the sports commission could add another \$5,000 down the road.

Mr. Mero made the motion to provide the \$15,000 for the Sickle Cell Softball Tournament and to potentially add \$5,000 if needed and Mr. Anderson seconded the motion, motion passed unanimously with no public comment.

Ms. Aymond shared with the board that the Terry Cox Memorial State Qualifier weekend takes place at Cargill Park. They are requesting \$2,000 to host the event. They are also requesting an additional \$2,500 to improve the BMX Park so that they can host larger events. Mr. Wells shared with the board that if the sports commission is able to continue to improve the BMX track, then we could host more events and larger events. The sports commission budgeted the amount to fund the event and add to improvements as well.

Ms. Aymond shared the Damon McCoy Invitational at the YMCA. They have done this event in the past and they are requesting \$5,000. Since this event was not budgeted for, the recommendation was to provide \$2,500.

Mr. Bohanan made the motion to provide the \$2,500 for the Damon McCoy Invitation and Mr. Brotherton seconded the motion, motion passed unanimously with no public comment.

Mr. Wells shared with the board that Jake Dement was approached by a boxing gym about hosting the Silver Gloves event. Mr. Wells shared that they met with John Rennie and Charlie Cavell at Bossier Parish Community College to host the event. The sports commission is recommending moving the money from the George Dement Classic and moving it towards the Silver Gloves Event.

Ms. Aymond shared a recap of the USA Boxing National Championships. There were 1,150 boxers, 850 coaches, 1,840 family members, over 100 officials, and 20 USA Boxing Staff Members. There were people from 47 states including the District of Columbia. Mr. Wells shared that it was the largest event that USA Boxing had ever hosted with the least number of participants inside the venue at one time. Mr. Wells shared that the event would move back to Lake Charles for the 2021 Championships and that USA Boxing is looking to come back in 2022.

Mr. Wells shared a recap of the TCL Signature Series Cornhole Tournament. TCL was hoping to have 600 participants but ended up with 750 athletes. TCL signed a contract to come back for the next three years and they also are bringing their Texas Championship as well.

Mrs. Brown shared a recap of Port City Fest and the Bayou Classic and said that from a public perception everything went well. Almost every hotel in the community was sold out for Friday and Saturday night. There were several properties that had 100% occupancy from Thursday through Sunday. Mr. Wells said that the weather had impacted the game and ancillary events and that the attendance numbers might be less than expected, but everyone seemed to enjoy it.

Mr. Wells provided an update on the Red River Balloon Rally. Mr. Wells addressed that Port City Fest was the first large outdoor event that has happened and that with more outdoor events coming up soon that the sports commission can continue to learn how to make the event safe and improve attendance. Mr. Wells shared that the sports commission has more than doubled sponsorships for USA Boxing and the Louisiana High School Lacrosse Championships and that the sports commission is approximately at its goal for the balloon rally.

Mr. Wells shared with the board that he, Mrs. Brown, Mr. Gullatt, and Ms. Aymond will take a tour of Stageworks with Craig Brasfield, the CEO of the Duncanville Sports Complex, and the city architect to obtain a better idea of what needs to be done to make the facility a premier indoor sports complex.

Mr. Mero asked if the facility in Duncanville had an indoor turf field. Mr. Wells shared that a lot of facilities are doing away with turf fields because there are a limited number of opportunities to book the venue. Stageworks could fit one turf field compared to 5 basketball courts or 10 volleyball courts that could book multiple groups at one time. Mrs. Brown shared that one thing she liked about the Duncanville Complex is that they used every inch of space. They had a room

for indoor dance, another space for boxing, retail space, and a medical group, on top of have the various basketball courts. Mr. Wells said that the sports commission could start booking events today and have the entire calendar booked for next year.

Mr. Wells said that he and a group of individuals are traveling to Paris, Texas to observe their 3-D archery tournament. The tournament needs approximately 200 acres of forested land to put on the tournament. There will be 1,500 archers that bring an additional 1,500 spectators. Mr. Wells believes that this could be a great partnership moving forward.

Mr. Wells mentioned that the sports commission is partnering with the Shreveport-Times for the Athlete of the Year. The sports commission is working with Caddo and Bossier schools and the top athletes will be given awards and will have their picture taken during the month of May. Mr. Brotherton asked if this would be a banquet style event, but Mr. Wells addressed that due to the pandemic the schools were split on what to do and that for this year it was premature to do a large gathering.

Mr. Wells shared with the board that coach Juan Plaza was approached to host the USA Track and Field Southern Association Championships due to the pandemic. Mr. Wells said that this event will be held in June and that the sports commission is looking to invest \$16,000 into the event. \$5,000 will go towards a timing system, \$8,000 will go towards hospitality, and additional \$3,000 will go towards tents and other items needed to put on the event. The sports commission feels as if the hospitality for the event will be the most important. There will be approximately 1,250 athletes, 800 coaches, and 75 staff coming to the event. Mayor Perkins has also expressed an interest to Coach Plaza to help provide EMS, security, and barricades. Mr. Wells explained that if this event can go well then it could allow the sports commission to host the regional championships.

Mr. Brotherton made the motion to provide the up to \$16,000 for the USATF Southern Association Championships and Mr. Bohanan seconded the motion, motion passed unanimously with no public comment.

The next board meeting will take place on Wednesday, May 26, 2021.

Adjournment

There being no further business, Mr. Brotherton made a motion to adjourn, and Mr. Bohanan seconded which was voted on and passed with no public comment, so the meeting adjourned at 9:03 AM.

Billy Montgomery, Chairman