

Minutes of the  
Shreveport-Bossier Sports Commission Advisory Board  
May 26, 2021

**Members Present:**

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

**Members on Zoom:**

**Not Present:**

Shantel Hardison, Caddo Parish Commission  
Clay Bohanan, City of Bossier  
Lyndon Johnson, Caddo Parish Commission  
Larry Anderson, City of Shreveport

**Staff Present:**

Nick Kopka  
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, May 26, 2021, at 629 Spring Street, Shreveport, LA. Billy Montgomery, Chairman, called the meeting to order at 8:13 a.m. A quorum was present.

**Agenda**

The agenda of the May 26, 2021 meeting were reviewed. Following review, Mr. Mero moved to accept the agenda as distributed. Mr. Adams seconded the Motion which was voted on and passed with no public comment.

**Minutes**

The Minutes of the April 21, 2021 meeting were reviewed. Following review, Mr. Brotherton moved to accept the Minutes as distributed. Mr. Adams 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 the event income is down, but it will start to level out once the income starts to come in. The

estimations may also be off due to the month-to-month budgeting projections. Mr. Gullatt mentioned that the additional revenue that was in the financials came from the USA Boxing National Championships.

Mrs. Brown and Mr. Gullatt said that the hotel occupancy is up for the month of April, but that our revenue is 16 percent down when compared to 2019. In looking at the year over year comparison, the sports commission is considerably ahead where it was a year ago, but that it is still lagging.

Following review, Mr. Free moved to accept the financials as distributed. Mr. Adams seconded the Motion which was voted on and passed with no public comment.

### **Sports Update:**

Funding Application – There were two funding applications presented. The YMCA State Swimming Championships and the Louisiana Silver Gloves.

Ms. Aymond shared the YMCA State Swimming Championships. This will take place over the weekend of July 8 and that the YMCA is requesting \$5,000 to help with the overall costs of hosting the event. The expected room night total is approximately 1,000 room nights.

Mr. Adams made the motion to provide up to \$5,000 for the YMCA State Swimming Championships and Mr. Mero seconded the motion, motion passed unanimously with no public comment.

Ms. Aymond shared the Louisiana Silver Gloves. This is to take the place of the George Dement Classic. After a review of the host site at Bossier Parish Community College, expenses came in at \$1,600 and the staff recommended that the sports commission could help cover those expenses. The expected room nights for this event are approximately 150. This will be more of a regional event and is expected to grow given that the area just hosted the USA Boxing National Championships.

Mr. Brotherton made the motion to provide the \$1,600 for the Louisiana Silver Gloves and Mr. Mero seconded the motion, motion passed unanimously with no public comment.

Ms. Aymond shared the updated information regarding the American Kombat Alliance (AKA). She mentioned that the last event sold out at the Bossier Civic Center. Ms. Aymond shared that the production costs have gone up, but the production costs are not associated with any additional room nights. Ms. Aymond shared that the organization is asking for \$10,000 per event, but the recommendation is that the sports commission provide an additional \$500 to total \$4,000 per event.

Mrs. Brown made the motion to provide \$4,000 for the upcoming AKA event with future events to be considered on event-by-event basis and additional information to be provided. Mr. Brotherton seconded the motion, motion passed unanimously with no public comment.

Mr. Kopka reviewed the CenterPoint Energy Red River Balloon Rally Budget with the board. This event is expected to earn money after selling 7,000 tickets for the event. This would equate to a single day event and if the event took place over the two days, then the event would be able to

subsidize the BFA U.S. Team Nationals along with creating an additional investment that would be set aside to make further improvements to the event. Mrs. Brown wanted to plant the seed that because rain insurance has not come through with previous events that any additional revenues made off this event would be put aside to serve as a reserve for future events.

Mrs. Brown shared the ASA 3-D archery site visit that she, Mr. Brotherton, Ms. Aymond and others went to Paris, Texas to view the event and that Paris had a 10-year deal to host the event and the event has outgrown Paris, Texas. Ms. Aymond shared that Camp Minden will be able to host this event and that there is plenty of space to help this event grow. One of the requirements that is going to be made is creating a 17-acre parking lot to be able to host the event and this construction is expected to be finished by August of 2021.

The next board meeting will take place on Wednesday, June 23, 2021.

### **Adjournment**

There being no further business, Mr. Brotherton made a motion to adjourn, and Mr. Adams seconded which was voted on and passed with no public comment, so the meeting adjourned at 8:56 AM.

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Billy Montgomery, Chairman