**Minutes of the**

**Shreveport-Bossier Sports Commission Advisory Board**

**August 31, 2022**

**Members Present:**

Bob Brotherton, Bossier Parish Police Jury

Doyle Adams, Chairman

Clay Bohanan, City of Bossier

Stacy Brown, Shreveport-Bossier Convention & Tourist Bureau

Patrick Wesley, City of Shreveport

Larry Anderson, City of Shreveport

Shantel Hardison, Caddo Parish Commission

Lyndon Johnson, Caddo Parish Commission

**Not Present:**

Jeff Free, City of Bossier

**Staff Present:**

Cicely Parson

Arron Bronson

Sara Aymond-Nelms

**Call to Order**

The regularly scheduled meeting of the Shreveport-Bossier Sports Commission (SBSC) Advisory Board was held on Wednesday, August 31, 2022, at 629 Spring Street, Shreveport, LA. Doyle Adams, the Chairman, called the meeting to order at 8:30 a.m.  A quorum was present.

**Agenda**

The agenda of August 31, 2022, meeting was reviewed. Mr. Brotherton made a motion to approve; seconded by Mr. Bohanan. All in favor none opposed with no public comment.

**Minutes**

The Minutes of the July 27, 2022, meeting was reviewed. Following review, Mr. Johnson moved to accept the minutes. Mr. Bohanan seconded the motion. All in favor none opposed with no public comment.

**Financial Report**

Mr. Bronson reviewed the July financials with the board. Mr. Bohanan made a motion to approve, seconded by Mr. Brotherton. All in favor none opposed with no public comment.

**Volleyball Nations League (USAVB) P&L Statement**

Mr. Bronson reviewed the Volleyball National League P&L statement with the board.

**Red River Balloon Rally**

Ms. Nelms updated the board on the Red River Balloon Rally.

**Funding Applications**

***Bishop Promotions*** – August & November events will be funded as budgeted. It was discussed how many out-of-town visitors attend, and further discussion going forward on how the event can grow.

***Stephens Youth Activity Zone –*** Mr. Johnson made a motion to approve an additional $5,000; seconded by Mr. Anderson. All in favor none opposed with no public comment.

***Independence Bowl –*** The board reviewed the already budgeted $30,000.

**Events Update/Discussion**

* 1. ***Shreveport Mudbugs Sponsorship*** – requesting sponsorship of $20,000 for 2023. The requested amount would be used for hockey TV, on which all games are streamed with a total of 51,000 subscribers. Many updates have been made and many more are needed. The amount will be reviewed for the budget for next year.
  2. ***NSU vs. Grambling*** – The game was held on September 10, 2022. SBCTB sponsored $20,000 in marketing efforts, which included billboards in Baton Rouge, Houston, and Dallas, Texas, radio ads with Cumulus, and Town Square Media, and Facebook engagement.
  3. ***Battle of the Border*** –Discussion of event challenges and the need for teams to be scheduled two to three years in advance.
  4. ***God, Family, Football – TV Production*** – Evangel is working on a reality tv show to be shown on Amazon Prime. A TV crew will be at all their games they will utilize five room nights per night for three months. will be on Amazon Prime.
  5. ***LHSAA State Wrestling*** – LHSAA will visit in November for a site visit, we will host the championships in February.
  6. ***Archery Shooters Association*** – Looking at bringing in fiber optic internet to increase coverage, which is a significant cost. Mr. Ford is helping to prepare the property for future events. Waiting on an engineering plan to hopefully bring the cost down.
  7. Discussion of potential ESPN event for January 2023 with a major promoter working with Amber Bishop. Mr. Anderson made a motion to approve Mr. Adams to work with staff on up to $20,000 for the event; seconded by Mr. Bohnanan. All in favor none opposed with no public comment.
  8. ***Stageworks*** – Demo is happening, and a site visit will be scheduled for September or October.

**Upcoming Events**

* + Battle of the Bags
  + 2022 Bass Open Series
  + 2022 Bass Champs
  + Pet Palooza
  + Total Dog Invitational
  + SRS
  + Hobie Bass Open Series
  + USA Softball Annual Meeting

**Adjournment**

There being no further business, Mr. Adams advised next meeting is September 28, 2022, at 8:30 a.m. and made a motion to adjourn; Mr. Bohanan seconded. All in favor none opposed with no public comment. The meeting adjourned at 9:53 AM.

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

Doyle Adams, Chairman