

MINUTES OF THE  
SHREVEPORT-BOSSIER SPORTS COMMISSION ADVISORY BOARD

December 17, 2014

**Present:**

Billy Montgomery, Chairman  
Don Williams, City of Bossier City Representative  
Clay Bohanan, City of Bossier City Representative  
Patrick Wesley, Representing Shelly Ragle, City of Shreveport  
Stacy Brown, Shreveport-Bossier Convention & Tourist Bureau  
Rick Avery, Bossier Parish Police Jury Representative  
Doyle Adams, Bossier Parish Police Jury  
John Escude, Caddo Parish Commission  
Markey Pierre, City of Shreveport Representative  
Kelly Wells, VP, Shreveport-Bossier Sports Commission (by phone)  
Sheila Norman, Administrator, Shreveport-Bossier Sports Commission

**Absent:**

Ken Antee, Caddo Parish Commission Representative

**Call to Order:**

The regularly scheduled meeting of the Shreveport-Bossier Sports Commission Advisory Board was held on December 17, 2014 in the Board Room of the Shreveport-Bossier Convention and Tourist Bureau. Billy Montgomery, Chairman, called the meeting to order at 8:03 a.m. A quorum was present.

**Minutes-**

The Minutes of the November 12, 2014 meeting were reviewed. Don Williams moved that the minutes be approved as distributed. The motion was seconded by Clay Bohanan, voted on and approved with no public comment.

**Financial Report –**

Mrs. Brown reviewed the financials through the end of November with the members.

Mr. Wells reviewed the proposed 2015 budget with the members.

**Sports Update –**

Mr. Wells indicated signage is needed at the Gilliam, LA exits off I-49 directing traffic to Thunder Road Raceway for the large events they have in 2015. Mr. Avery and Ms. Pierre indicated they might be able to assist with this endeavor.

Mr. Wells indicated the information that the members requested from the last meeting with regard to Fit for Life is in their packet. Mr. Wells feels the 2015 event will indeed bring in more out of town attendees and recommends funding the event again in 2015. Mr. Escude asked that the event be tracked for economic impact.

The SBSC will assist the Independence Bowl with an economic impact study at this year's game.

The NBA game did yield a positive impact for both the SBSC, City of Bossier, and the CenturyLink Center. We will begin discussion soon with the New Orleans Pelicans regarding the option for a 2015 event.

Patrick Wesley updated everyone on the teams and dates for the 2015 Battle on the Border.

**Funding –**

Mr. Avery indicated the Bossier Parish Police Jury plans to add their support of the SBSC into its 2014 and 2015 budgets. The Caddo Commission has added its support to its 2015 budget. The City of Bossier has it in their budget as well. The City of Shreveport does not have any support for the SBSC in its 2015 budget and Ms. Brown will reach out to Mayor-Elect Tyler to set up a meeting as soon as possible.

The Red River Waterway Commission will be supporting the SBSC again in 2015.

As requested, Ms. Brown asked for the voter recount for the recent hotel/motel occupancy tax increase at a cost of \$250. Markey Pierre moved to reimburse Ms. Brown \$250 expended for requesting a recount of the ballots regarding the hotel/motel occupancy tax increase on the November 4, 2014 ballot. John Escude seconded the motion which passed with no public comment.

The members discussed the procedures necessary for introducing another bill for any future attempts to increase the hotel/motel occupancy tax.

**Adjournment -**

There being no further business, the meeting adjourned at 9:15 am.

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Billy Montgomery, Chairman