

MINUTES OF THE
SHREVEPORT-BOSSIER SPORTS COMMISSION ADVISORY BOARD
August 23, 2017

Members Present:

Billy Montgomery, Chairman
Clay Bohanan, City of Bossier
Doyle Adams, Bossier Parish Police Jury
Patrick Wesley, City of Shreveport
Zazell Dudley, City of Shreveport
Bob Brotherton, Bossier Parish Police Jury

By Phone:

Stacy Brown, Shreveport-Bossier Convention & Tourist Bureau

Members Absent:

John Escude, Caddo Parish Commission
Don Williams, City of Bossier City
Ken Antee, Caddo Parish Commission

Staff Present:

Sheila Norman, Shreveport-Bossier Sports Commission
Kelly Wells, Shreveport-Bossier Sports Commission

Call to Order

The regularly scheduled meeting of the Shreveport-Bossier Sports Commission Advisory Board was held on August 23, 2017 in the Board Room of the Shreveport-Bossier Convention & Tourist Bureau. Prior to the meeting being called to order, Logan Lewis, Director of Sales and Membership for the Independence Bowl, gave a brief overview of the potential sponsorship package for 2017.

Following the presentation, Billy Montgomery, Chairman, called the meeting to order at 8:30 a.m. A quorum was present.

Miscellaneous

The members discussed the Independence Bowl and the presentation made by Mr. Lewis.

Chairman Montgomery introduced Bob Brotherton who is replacing Rick Avery as a representative for Bossier Parish on the Advisory Board.

Chairman Montgomery indicated we have not received any communication regarding John Escude and his continued service on the Advisory Board.

Minutes

The Minutes of the July 26, 2017 meeting were reviewed. Following review, Mr. Adams moved to accept the Minutes as distributed. Mr. Bohanan seconded the Motion which was voted and passed with no public comment.

Financial Report

Mrs. Norman presented and reviewed the financials for July with the members.

Funding Applications

Mr. Wells reviewed funding applications received by the Sports Commission and relayed the recommendations of the Major Events Committee regarding each application. Ms. Dudley discussed the committee's view on the events requesting assistance and how we can use the guidelines in place to assist with helping events grow their market.

Following review and discussion, Mr. Bohanan moved that the following funding applications and assistance be approved, as recommended by the Major Events Committee:

1. Wodgodz Crossfit event December 9-10, 2017 in the amount of \$8,000;
2. Brookshire's+Super 1 Foods Heroes Run, October 28, 2017 in the amount of \$5,000;
3. LRCA Finals Rodeo presented by the State Fair of Louisiana, November 2-4, 2017 in the amount of \$10,000; and
4. Shrineman Triathlon, October 15, 2017, in funds and rented equipment not to exceed a total of \$800.

The motion was seconded by Ms. Dudley, voted on and passed with no objections and no public comment.

Sports Update

- Independence Bowl –Mr. Wells discussed the potential sponsorship request for the Independence Bowl with the members. Mr. Adams gave a summary of a recent meeting with Bowl officials regarding its future. Following discussion, the members indicated they would like to stay with the budgeted amount and any further requests should come through the funding application. The members also requested the sponsorship proposal be revised to show the budgeted amount for 2017 and allow them a chance to review it again.
- Ms. Dudley updated the members on the City of Shreveport's intentions to build a new sports complex and work with a development company to develop along 12 Mile Bayou and how they intend to fund the project if approved.

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- Red River Balloon Rally – Mr. Wells indicated we should break even on the event or potentially have a small loss.
- Yeti College Fishing Tournament and the FLW BFL All American are potential events for 2018. Mr. Wells is working with the new owner of the Red River South Marine on these potential events and discussing them with the Red River Waterway Commission as a sponsor.
- Powerboat Nationals –There will be a VIP area next to Hooters on the LA Boardwalk and we will add more elements of entertainment.
- Holiday Classic – The board allotted \$2500 in July for this event which will take place at the Gold Dome.
- Battle on the Hardwood –will feature 32 teams with 16 being from out of town. The Gold Dome and the two gyms at BTW will be utilized. The event this year will include a championship bracket.

Adjournment

There being no further business, the meeting adjourned at 9:47 a.m.

Billy Montgomery, Chairman