

MINUTES OF THE
SHREVEPORT-BOSSIER SPORTS COMMISSION ADVISORY BOARD

October 26, 2016

Members Present:

Billy Montgomery, Chairman
Don Williams, City of Bossier City
Zazell Dudley, City of Shreveport
Patrick Wesley, City of Shreveport
Clay Bohanan, City of Bossier
Doyle Adams, Bossier Parish Police Jury
John Escude, Caddo Parish Commission
Ken Antee, Caddo Parish Commission
Stacy Brown, Shreveport-Bossier Convention & Tourist Bureau

Members Absent:

Rick Avery, Bossier Parish Police Jury

Staff Present:

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

Guests Present:

Bob Brotherton

Call to Order

The regularly scheduled meeting of the Shreveport-Bossier Sports Commission Advisory Board was held on October 26, 2016 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 September 28, 2016 meeting were reviewed. Clay Bohanan moved to accept the Minutes as distributed. The motion was seconded by John Escude and approved with no public comment.

Financial Report –

Mrs. Brown presented and reviewed the financials for September.

Funding –

Mrs. Brown reviewed the amount of funding received from the lodging tax for the month of September and year to date.

Board Appointment Update –

Rick Avery's term has ended and the Bossier Parish Police Jury may appoint Mr. Avery again or appoint another person to the Advisory Board. Mrs. Norman has informed the Parish Administrator.

Budget Process –

Ms. Brown and Mark Garrett, from the tourist bureau board, discussed bureau budget cuts for 2017 and the discussion with the auditor about a possible combination of the two sports accounts into one account. Following discussion, Ken Antee moved to combine the two accounts, but take 35% of the monthly lodging revenues and set those aside in a future major events ("reserve") account. The motion was seconded by Stacy Brown. Additional discussion ensued. Following discussion, Mr. Antee moved to table his motion until more historical expenditure data and estimation of 2017 revenues from the lodging tax can be provided to the members. Ms. Brown seconded the motion, which was voted on and passed with no public comment.

Meeting Dates -

The members discussed possible conflicts with the November 23rd meeting date due to the Thanksgiving holiday. The members agreed to move the meeting to November 30th to ensure there will be enough members present for a quorum. Mrs. Norman will send a calendar change.

Media Update –

Billy Montgomery updated the board on his work and conversations with local officials on a recent media advisory. Mr. Montgomery will continue to meet with local officials and update the board.

Funding Application –

Mr. Wells reviewed a potential Funding Application with the members. He would like members of the board to meet with his staff and review the application and give direction, and he would also like to have members meet with his staff to review events for 2017 and give feedback and recommendations on what to pursue. The members discussed the potential application and indicated they would like to review it and give feedback at the next meeting. Several members indicated they would meet with the staff to assist in direction on the Funding application and 2017 events to pursue.

At this point in the meeting, Chairman Montgomery had to leave and Vice-Chairman Ken Antee took over presiding duties.

Sports Update –

- NBA game – Mr. Wells indicated we are currently working with CenturyLink Center on the final numbers from the NBA game. Ms. Dudley asked for a graph of the metrics for the NBA game for 2014 and 2016.
- Powerboat events– Mr. Wells indicated we are still considering these events for 2017, but have not made any commitments yet and are looking at Cypress Lake and/or the Red River. The members asked to see the economic impact for this event at the next meeting.
- Red River Balloon Rally – Mr. Wells reviewed the expenses and revenues for the event. The members asked that Mr. Wells document external variables that affected the RRBR.
- The City of Shreveport indicated they met with Cargill BMX officials and approved their plan for improvements.
- Possible Conference USA football championship December 3 at Independence Stadium should Louisiana Tech be playing in the game. It would have ESPN coverage.
- Holiday Classic – tickets are on sale at CenturyLink Center, the schools, and Ticketmaster.com.
- Red River State Fair Classic – we are helping with advertising dollars.
- Battle on the Hardwood is Nov. 17-19 and will have 33 teams participating and four states represented. MetroPCS is title sponsor. Using four high schools gyms and the Gold Dome on Saturday.

Miscellaneous –

Ms. Dudley asked for economic impact studies and information be provided to the board for all major events.

Mr. Wells informed the board that John Cordaro has been hired to replace Jessica Busada as Sponsorship and Strategic Partnerships Director.

Adjournment -

There being no further business, the meeting adjourned at 9:28 am.

Billy Montgomery, Chairman

Ken Antee, Vice-Chairman