

MINUTES OF THE  
SHREVEPORT-BOSSIER SPORTS COMMISSION ADVISORY BOARD

September 28, 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  
Stacy Brown, Shreveport-Bossier Convention & Tourist Bureau

**Members Absent:**

Rick Avery, Bossier Parish Police Jury  
Ken Antee, Caddo Parish Commission

**Staff Present:**

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

**Guests Present:**

Marla Hoyos  
Nelson Hoyos  
Michael Troy  
Johnny Wessler

**Call to Order**

The regularly scheduled meeting of the Shreveport-Bossier Sports Commission Advisory Board was held on September 28, 2016 in the Board Room of the Shreveport-Bossier Convention and Tourist Bureau. Billy Montgomery, Chairman, called the meeting to order at 8:07 a.m. A quorum was present.

**Minutes-**

The Minutes of the August 10, 2016 meeting were reviewed. Clay Bohanan moved to accept the Minutes as distributed. The motion was seconded by Don Williams and approved with no public comment.

**Financial Report –**

Mrs. Brown presented and reviewed the financials for August.

**Funding –**

Mrs. Brown reviewed the amount of funding received from the hotel/motel tax for the month of August and year to date, along with the average monthly amount being received.

### **Sports Update –**

Nelson Hoyos gave a brief update on the use of the funds from the Sports Commission for the recent NHRA event. 357 drivers participated with over 1800 crew members alone plus family and friends in attendance. They surveyed 1177 people which showed over 80% stayed in our local hotels. The track set two new records with one being a world record. Mr. Hoyos introduced their next three events for this fall one having television coverage on the Velocity Channel (SW Jr. Dragster Championship, Super Chevy Show and Fun Ford Mopar Show. Each event will attract out of town attendees from around the country. Mr. Hoyos requested funding in the amount of \$25,000 per event. The track is also working hard to attract national brand sponsors. Discussion ensued between the members. Following discussion, Mr. Escude moved to fund the remaining events in 2016 at Thunder Road in the amount of \$75,000.00. Mr. Montgomery seconded the motion which was voted on and passed with no opposition and no public comment. Mr. Montgomery requested that the SBSC staff finalize the details with Thunder Road. Further, the Board of Directors is requiring from Thunder Road the following information before it will consider funding for the 2017 season: trend information for 2014-2016, projections for 2017-2019, 2016 end of year budget financials, calendar and business plan for 2016 and 2017.

Mr. Wells presented a request from Cargill BMX in the amount of \$3,500.00. Volunteers do the upkeep on the track which requires a considerable amount of time and money preparing the dirt. If a special sealant can be applied to the dirt then it will not require not as much work and funds. This would free up time and funds so the course can bring in more major events from outside of the area. Following discussion, Ms. Dudley moved to approve funding in the amount of \$3,500.00 contingent upon the City of Shreveport's approval and completion of the work. Mr. Bohanan seconded the motion which passed with no opposition and no public comment.

Mr. Wells reviewed the most up-to-date revenue and expenses for the 2016 Red River Balloon Rally.

Mr. Wells presented updates on the following events:

- October 1 NBA game and discussed ticket sales to date.
- Battle on the Hardwood – we have a \$10,000 investment and expect 34 teams to participate. Using three high school gymnasiums and the Centenary Gold Dome.
- Holiday Classic College Basketball Showcase – tickets go on sale this Friday. The event is at CenturyLink Center on Dec. 17<sup>th</sup>.

### **Miscellaneous –**

Mr. Wells informed the board that Jessica Busada resigned her position with the Sports Commission and interviews for her replacement will take place next week.

Mr. Wells plans on addressing all four governing entities at their monthly meetings with an update on the Sports Commission activities for the year and for future activities.

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**Adjournment -**

There being no further business, the meeting adjourned at 9:25 am.

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Billy Montgomery, Chairman