

NOTES OF THE UNOFFICIAL SHREVEPORT-BOSSIER SPORTS COMMISSION
ADVISORY BOARD MEETING
May 24, 2017

Members Present:

Billy Montgomery, Chairman
Doyle Adams, Bossier Parish Police Jury
Stacy Brown, Shreveport-Bossier Convention & Tourist Bureau
Patrick Wesley, City of Shreveport

Members Absent:

Clay Bohanan, City of Bossier
Ken Antee, Caddo Parish Commission
Don Williams, City of Bossier City
Rick Avery, Bossier Parish Police Jury
John Escude, Caddo Parish Commission
Zazell Dudley, City of Shreveport

Staff Present:

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

Guests Present:

Karl Cole, BMK Marketing
Roy Burrell, Sickle Cell Softball Tournament

Call to Order

The regularly scheduled meeting of the Shreveport-Bossier Sports Commission Advisory Board was held on May 24, 2017 in the Board Room of the Shreveport-Bossier Convention & Tourist Bureau. Billy Montgomery, Chairman, called the meeting to order at 8:15 a.m. A quorum was not present.

Funding Application Review

Patrick Wesley discussed the Major Events Advisory Committee meeting with Sickle Cell Softball tournament officials held on May 22, 2017 and the recommendations the Committee considered to sponsor the 2017 Sickle Cell Softball Tournament based on the funding application received.

Mr. Burrell then gave an overview of the history of the Sickle Cell Softball tournament, now in its 40th year. They would like to be more diverse in recruiting teams and inviting people to attend the event overall. He introduced Mr. Karl Cole of BMK Marketing, who has done prior marketing for the Sickle Cell

organization. Mr. Cole gave an overview of the various phases of a marketing plan he put together to help spread the word about the event to the general public and to teams outside of Shreveport-Bossier.

Mr. Wells indicated a press conference will be held next week to announce the return of the Sickle Cell Softball Tournament in July. He also mentioned that since time is of the essence to begin any marketing efforts for the tournament and that a special called meeting of the board may be necessary in order to consider any funding for the event.

Sports Update

Mr. Wells updated the members on the progress of the NBA-D League bid. Officials from the New Orleans Pelicans came into town for a site visit and looked at several venues. The City of Shreveport is considering a multi-sports complex that would help to fill a void in the city amongst available venues.

The Sports Commission submitted its bids to LHSAA for powerlifting, wrestling and volleyball for 2018-2019 and will travel to Baton Rouge next Wednesday to bid on these state championship events.

We did receive the bid to host the annual LHSCA Coaches Convention for June of 2018. All sports will now be combined into this convention which should increase attendance.

Independence Bowl 2017 – we are looking to set up a brainstorming session between the bureau and sports commission board members and the Independence Bowl staff.

Adjournment

There being no further business, the meeting adjourned at 9:30 a.m.

Billy Montgomery, Chairman