

MINUTES OF THE  
SHREVEPORT-BOSSIER SPORTS COMMISSION ADVISORY BOARD  
AUGUST 26, 2020

**Members Present:**

Billy Montgomery, Chairman  
Doyle Adams, Bossier Parish Police Jury  
Stacy Brown, Shreveport-Bossier Convention & Tourist Bureau  
Clay Bohanan, City of Bossier  
Bob Brotherton, Bossier Parish Police Jury  
Larry Anderson, City of Shreveport  
Lyndon Johnson, Caddo Parish Commission

**Members on Zoom:**

Joe Mero, City of Shreveport

**Not Present:**

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

**Staff Present:**

Nick Kopka  
Charlie Rice  
Kelly Wells  
Taylor Gullatt

Prior to the meeting being called to order, Scott Muscott of the Shreveport Mudbugs, presented to the board a plan to use funding to renovate their locker rooms in the hopes that we can host more sporting events at George's Pond at Hirsch Memorial Coliseum.

The Shreveport Mudbugs have five investors that have put up a considerable amount of money; however, they need assistance to improve the locker rooms. The vision for the locker rooms also includes a lecture hall that can be used by teams, other events, and other entertainment acts.

The Shreveport Mudbugs have been approved by the state of Louisiana for a planner that will come in and determine the areas that need improvement at George's Pond at Hirsch Memorial Coliseum. Some of these areas of improvements include the need for a new HVAC system. This is the only thing that is holding them back from being able to switch from a hockey event to another event in a single day.

Scott presented to the board a renovation plan that would include their locker rooms for the price of \$24,000. In exchange for the costs associated with the renovations, Scott would not charge the SBSC with rental fees for the FIVB Men's Volleyball Nations League event that the SBSC is bidding on to host in May of 2021.

**Call to Order**

The regularly scheduled meeting of the Shreveport-Bossier Sports Commission Advisory Board was held on August 26, 2020 in the office. Board members and public had the opportunity to participate via Zoom; however, due to Proclamation 102 from the Governor dated August 6, 2020, members can participate, but will not be counted towards the quorum or have the ability to vote. Billy Montgomery, Chairman, called the meeting to order at 8:03 a.m. A quorum was present.

### **Minutes**

The Minutes of the July 22, 2020 meeting were reviewed. Following review, Mr. Brotherton moved to accept the Minutes as distributed. Mr. Bohanan seconded the Motion which was voted on and passed with no public comment.

### **Staff Realignment**

Mrs. Brown addressed the staff realignment with the board. She mentioned that when the cities and parishes came together with the Shreveport-Convention and Tourist Bureau to form the Shreveport-Bossier Sports Commission that the SBCTB would pay for the staff salaries, building usage, and other equipment needed to function. This would allow the SBSC to solely focus on hosting events and using their funds to attract sporting events to Shreveport-Bossier City, and Caddo and Bossier parishes. After review of the intergovernmental agreement, it was found that there needs to be a bylaws update.

Given the current pandemic, the SBSC and SBCTB have done everything in their power to make budget cuts to continue operating at full capacity. However, considering our state is still in phase 2 and many events cannot happen, the SBCTB personnel committee met and ultimately had to make the final decision in which to lay off staff. This included members of both the SBSC and SBCTB.

### **Financial Report**

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

Mr. Gullatt reviewed the projected budget for the remainder of the year noting the adjustments made due to the effects of COVID-19 on the economy due to closures and travel interruptions.

Commissioner Johnson asked if the board could view a spreadsheet that would show last year's operating budget as compared to this year to obtain a better understanding of how our budget would look under normal circumstances. Taylor said that this would be possible and that he would put those comparisons together for the board.

### **Sports Update:**

Mr. Wells introduced to the board the idea of introducing a product development plan for the SBSC. Mr. Wells brought up the work that the SBCTB and SBSC staff did at Cargill BMX in July of 2020 and how that had a tremendous impact not only for the event hosted in August at the track, but how it could allow us to host more events moving forward. Mr. Wells and Mrs. Brown mentioned that the improvement to the locker rooms at George's Pond at Hirsch Memorial

Coliseum could make it a venue eligible to host more sporting events at their location in the near future. Mr. Bohanan made a motion to approve \$24,000 for the locker room renovations at George's Pond at Hirsch Memorial Coliseum and Mr. Brotherton seconded the motion which was voted on and passed with no public comment.

The 2021 funding application has been sent out to all of our rightsholder in August which is the earliest it has ever been sent out.

The SBSC is developing a product development application that would allow us to improve the viability of local venues in an effort to host more sporting events in the future.

Men's Volleyball bid – this event would be three days and we can expect our investment to be \$40,000-\$90,000. We would use George's Pond for May 2021. The rental that would be paid for the use of the facility would be waived with the financial assistance that the SBSC would provide to the Mudbugs for their locker room renovations. The board agreed to revisit this event at the next board meeting before approving funds to continue with the bid process.

Mr. Crappie Expo bid – this event would bring approximately 60,000 to Shreveport-Bossier City in October of 2021. This event will also include television exposure and given that it is an outdoor event, a great opportunity with the current pandemic. We expect that the SBSC would invest approximately \$34,000 in the event to cover the costs of the Shreveport Convention Center needed for the event. Mr. Anderson motioned for the SBSC to bid on the event and Mrs. Brown seconded which was voted on and passed with no public comment.

Shreveport Mavericks – Coach Tucker has reached out in an attempt to re-introduce the Shreveport Mavericks back into the cities. Given the current climate it was advised that we assist with the ideation phase but hold off on moving forward before finding a viable venue given the current pandemic.

Optimum Classic – is happening on Saturday, August 29. The IBBF allowed the Optimum Classic to host their professional men's body building event if the Optimum Classic could include an additional \$3,500 in prize money. Currently, the Optimum Classic raised \$1,000 in prize money and the SBSC was asked to include the other \$2,500 for additional prize money. Mrs. Brown made a motion to give the Optimum Classic \$2,500 and Commissioner Johnson seconded the motion which was voted on and passed with no public comment.

Remaining dates for the board meeting was introduced to the board. September 23, and October 28, were fine, but the last Wednesday of the month of November and December falls on the week of holidays. Clay made a motion to allow the dates for November and December to be moved to the third Wednesday of the month and Doyle seconded the motion which was voted on and passed with no public comment.

### **Adjournment**

There being no further business, Bob made a motion to adjourn and clay seconded which was voted on and passed with no public comment so the meeting adjourned at 9:37 AM.

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Billy Montgomery, Chairman