

Minutes of the  
Shreveport-Bossier Sports Commission Advisory Board  
November 18, 2020

**Members Present:**

Billy Montgomery, Chairman  
Stacy Brown, Shreveport-Bossier Convention & Tourist Bureau  
Clay Bohanan, City of Bossier  
Bob Brotherton, Bossier Parish Police Jury  
Jeff Free, City of Bossier  
Joe Mero, City of Shreveport

**Members on Zoom:**

Lyndon Johnson, Caddo Parish Commission

**Not Present:**

Shantel Hardison, City of Shreveport  
Doyle Adams, Bossier Parish Police Jury  
Larry Anderson, City of Shreveport

**Staff Present:**

Nick Kopka  
Kelly Wells  
Taylor Gullatt  
Charlie Rice

**Call to Order**

The regularly scheduled meeting of the Shreveport-Bossier Sports Commission (SBSC) Advisory Board was held on November 18, 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 8:22 a.m. A quorum was present.

**Introduction of Appointee's**

Commissioner Jeff Free of the City of Bossier and Shantel Hardison of the City of Shreveport were introduced as the new appointees of the SBSC Advisory Board.

**Minutes**

The Minutes of the October 28, 2020 meeting were reviewed. Following review, Mr. Bohanan moved to accept the Minutes as distributed. Mr. Brotherton seconded the motion which was voted on and passed with no public comment.

**Financial Report**

Mrs. Brown presented and reviewed the financials for October with the members. The SBSC has a healthy balance as operational cost are covered by the SBCTB.

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. The SBSC had a net positive for the month of October.

Mr. Gullatt and Mrs. Brown explained that the SBSC projected its 2021 budgeted revenues to be 16% less than what was observed in 2019. This is based on the recommendations of Adam Sachs from Tourism Economics.

### **Budget Review and Approval**

Mr. Kopka went through the 2021 budget projections for the SBSC. The overall revenues and expenses are expected to be 15% smaller than the year 2019. In the 2020 vs. 2021 budget comparison it was noted that the differences in the amounts were greater because the SBSC expected an increase in revenues for the year 2020. However, there was a need to use 2019 as the benchmark for the budget since it was the last full year in which the pandemic was not a factor.

Mr. Kopka shared the events that are expected to be funded through the SBSC Funding Application Grant Program. Mr. Wells expanded on this and explained that many of these events have received funding in the past, but there are a few that were projected due to the unknown status of the events.

Mr. Kopka explained the CenterPoint Energy Red River Balloon Rally Budget to the board. The benchmark for tickets sold in the budget is based on 6,000 tickets. This is the amount of tickets needed to be sold to break even on the event. This is in line with a single day event. Expectations are that the event will surpass expectations.

It was noted that the SBSC is looking at not including rain insurance in its policy for the 2021 event. This is due to the previous several years' data collection for the weather and the amount of money that is currently being held in reserves in the event that the event is completely rained out. Following review of the rain insurance, Mr. Brotherton moved to not purchase rain insurance for the 2021 event. Mr. Mero seconded the motion which was voted on and passed with no public comment.

Commissioner Johnson asked if sponsorships include any upfront cost from the SBSC and it was noted that the budget does not include any upfront costs from the SBSC.

Following review of the budgets, Mr. Bohanan moved to accept the 2021 budget for the SBSC. Commissioner Free seconded the motion which was voted on and passed with no public comment.

### **Louisiana Office of Tourism Board Resolution**

The Louisiana Office of Tourism asked that we provide a board resolution for the sponsorship dollars allocated for the USA Boxing National Championships. Following review of the resolution, Mr. Bohanan moved to accept the board resolution. Mr. Brotherton seconded the Motion which was voted on and passed with no public comment.

### **Sports Update:**

Funding Application – There were no funding applications for review.

Mr. Wells mentioned that the SBSC in conjunction with the YMCA of Northwest Louisiana and the LHSAA are hosting the LHSAA State Swimming Championships started Wednesday, November 18, 2020 and ending on Saturday, November 21, 2020. There will be a press conference held at the YMCA on Wednesday, November 18, 2020 at 2:00 PM.

Mr. Wells shared that the USA Boxing National Championships are coming along. USA Boxing and LSU-Oschner are working together to stay proactive and make the event as safe as possible. There are 1,250 boxers signed up for the event with several hundred on a wait list. The SBSC has submitted a bid to host another event in February of 2021 to include the several hundred boxers that are currently on the waitlist to participate in the National Championships.

Mr. Wells shared that during the Shreveport-Bossier Convention and Tourist Bureau budget review a committee be created was continue pursuing utilizing Stageworks as an option as an event venue.

Mr. Wells informed the board that the SBSC is in need of volunteers for the USA Boxing National Championships. There are over 70 spots left to be filled and encouraged their help in volunteering.

Next meeting date December 16.

### **Adjournment**

There being no further business, Mr. Brotherton made a motion to adjourn and Mr. Bohanan seconded which was voted on and passed with no public comment, so the meeting adjourned at 9:24 AM.

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Billy Montgomery, Chairman