



# City of Columbia, Missouri

## Meeting Minutes

### Columbia Sports Commission

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Thursday, September 12, 2024  
12:00 PM

Walton Bldg - 300 S  
Providence Rd,  
Columbia, MO 65203

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#### I. CALL TO ORDER

James Arnold, chair, called the meeting to order at 12:03 pm.

#### II. ROLL CALL

**Present:** 7 - Carter Marcks, James Arnold, Susan Hart, David Egan, Kristopher Kunz, Ethan Cobb and Beau Baehman

**Excused:** 3 - Julie Calfee, Jared Klarfeld and Gabe Huffington

**Non-Voting:** 2 - Amy Schneider and Richard Walls

Joey Wilmes was present as a representative from Columbia Parks and Recreation.

Convention and Visitors Bureau (CVB) staff members Trevor Bradley and Adam Ziervogel were also present.

#### III. APPROVAL OF AGENDA

Hart motioned to approve the agenda, Kunz seconded. All in favor. Agenda approved as is.

#### IV. APPROVAL OF MINUTES

Baehman motioned to approve the July Meeting Minutes, Egan seconded. All in favor. Minutes approved as is.

**Attachments:** July Meeting Minutes

#### V. OLD BUSINESS

There was no old business to discuss.

#### VI. NEW BUSINESS

**Attachments:** [Sports Commission Report - September](#)

The events in the attached September Sports Commission Report were discussed.

Past events included the American Junior Golf Association Stan Utley MAYGF Jr. Championships (July 23-25), the Show-Me State Games (July 19-21, 26-28), and the Central USA Strength Expo (July 6-7).

Upcoming events included the Missouri Basketball Coaches Association Coaches Clinic (September 19-20).

Tentative business included the NXTPRO Hoops Columbia Tournament (July 4-6, 2025).

Booked business included the Perfect Game Softball College Campus Series - Rumble at the Zou (May 2-3, 2025). Ziervogel will discuss more details with their leadership at Travel, Events and Management in Sports (TEAMS) Conference later this month.

Also mentioned in the report, sales staff submitted a proposal to host the Missouri Scholastic Esports Federation (MOSEF) Fall Brawl at the Columbia Sports Fieldhouse, but dates did not align with the vision of MOSEF. Their president has indicated strong interest in hosting future events in Columbia, including their Spring Showdown and Summer Conference. Sales staff submitted a proposal to host the UpDog Challenge International Finals, but the organizer elected to host the event at an east coast destination to maintain a geographical rotation. Another proposal was submitted to host the USA Rugby Club Northern Super Regional in May of 2025. The event would be hosted at Gans Creek Recreation Area.

**Attachments:** [SDF Application](#)

Sales staff shared the attached NXTPRO Hoops Sports Development Fund Application with the Sports Commission.

Schneider indicated that Fourth of July weekend is traditionally a slower weekend for hotels.

Egan questioned whether staffing would be an issue due to the holiday weekend. Wilmes noted that staffing could be problematic, but Bradley and Ziervogel were willing to help with operations.

Walls asked if the organizer had a security plan in place. Arnold recommended editing the Sports Development Fund application to include a question regarding security plans. Egan presented the idea of requiring a specific amount of security based on the number of attendees at the event.

Hart motioned to fund the event at a level of \$7,500. Kunz seconded. All in favor. Motion approved.

## VII. STAFF REPORTS

### Sports Sales Activities

Ziervogel reported that staff did not submit a proposal to host Missouri State High School Activities Association (MSHSAA) Boys Volleyball State Championships due to concerns about facility capacity.

Nor did staff submit a proposal to host MSHSAA Spring and Fall Softball State Championships due to the event dates conflicting with the University of Missouri Softball schedule (should the university host a National Collegiate Athletic Association Super Regional) and the fall football schedule, respectively.

Staff is currently probing a RFP for USA Diving Zone Championships and Winter National Championships, and is in conversation with Mizzou Aquatic Center.

The 2024 National Association of Intercollegiate Athletics (NAIA) Cross Country National Championships are set for November 22. Sales staff has been attending ongoing virtual planning meetings. Many competing schools have made plans to come to Columbia to run the course prior to the National Championships. The event will be hosted in Columbia again in 2027 and 2030.

Preliminary NCAA Cross Country Nationals planning meetings are underway for 2025.

Middle School Basketball President, Bill Reinking and new Missouri tournament director,

Markel Leonard, recently attended a site visit at the Columbia Sports Fieldhouse. Due to the growth of the event, the boys and girls tournaments will now take place on separate weekends in March.

Ziervogel will be traveling to TEAMS Conference later this month with the Show-Me Missouri Sports Network, under the umbrella of the Missouri Association of CVBs.

Two local magazines recently featured articles about the sports tourism scene in Columbia and the Sports Commission's role in it.

## VIII. GENERAL COMMENTS BY PUBLIC, MEMBERS AND STAFF

Wilmes spoke on the upcoming Gans Creek Classic cross country competition. The college races and high school races will take place over two days. The college races will take place on Friday morning. The elite high school divisions will run a twilight race on Friday night. The open high school races will conclude the event on Saturday.

Wilmes announced that the current anticipated completion date for the Columbia Sports Fieldhouse expansion is late April, 2025.

Schneider has asked the City's Finance Director to attend and present at the CVB Advisory Board meeting on October 28th. A breakdown of the lodging tax, including the airport project and tourism development funds will be shared and Sports Commission members are invited to attend the meeting.

## IX. NEXT MEETING DATE

October 10, 2024

## X. ADJOURNMENT

**Hart made a motion to adjourn, Marcks seconded. All voted in favor of adjourning at 12:40 pm.**

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