



City of Columbia, Missouri

Meeting Minutes

Columbia Sports Commission

Thursday, February 11, 2021
12:00 PM

Columbia Sports
Fieldhouse - 4251
Philips Farm Rd

I. CALL TO ORDER

Committee Chair Joos called the meeting to order at 12:07pm.

II. ROLL CALL

New Member April Oehrle was introduced to the Commission.

Joey Wilmes was present as an additional representative of Parks and Recreation.

CVB staff members Zach Franklin, Adam Ziervogel, and Julie Ausmus were also present.

Present: 10 - Julie Calfee, Kathryn Fleming, Zina Fudge, Amber Gibson, Carter Marcks, James Arnold, Nick Joos, Jen Rukstad, Rodney Gray and April Oehrle

Excused: 2 - Kevin Czaicki and Amy Schneider

Non-Voting: 2 - Heather Hargrove and Mike Griggs

III. APPROVAL OF AGENDA

Rukstad motions, Gibson seconds. Agenda approved as is.

IV. APPROVAL OF MINUTES

Attachments: [January Minutes](#)

Arnold motions, Gibson seconds. Minutes approved as is.

V. OLD BUSINESS

Lost events and post event recaps

No old Business was discussed.

VI. NEW BUSINESS

New events and post event recaps

Attachments: [Sports Commission Report - February](#)

Franklin introduced the Sports Commission Report for February. He explained information about Missouri Soccer Park (Boonville, MO) and two of the upcoming youth soccer tournaments they will be holding at their complex. Teams are traveling from around the state, Wisconsin, Iowa, Kansas, and Illinois to compete in the upcoming tournaments if they are not canceled due to weather concerns.

Franklin explained the Columbia Pickleball Open and who the Convention and Visitors Bureau is working with to create this event. This is done from revenue a generation perspective to help build another revenue stream in the CVB. The Show-Me Pickleball Club will be helping with this event as well as the Missouri State Pickleball Championships that the CVB will be running in September.

Fudge mentioned a Show-Me Games Basketball event and Franklin and Wilmes mentioned they are working with the Show-Me Games to get their event plan finalized. The event first has to get approved by the health department and then the university before it can take place.

Fleming expanded upon events that were talked about with Mizzou Aquatics at the last meeting. The NCAA swim and diving national championships requirements could not be met to host the event due to spectator limitations and the USA Diving event was not plausible due to the timeline and that the event had found a home at another facility in the time. Fleming mentioned the previous Columbia Swim Club event that took place in January and that it went well given the circumstances.

Sports Development Fund Application

Attachments: [AJGA SDF Application](#)

The Sports Development Fund application for the American Junior Golf Association (AJGA) Stan Utley and Mid America Youth Golf Foundation (MAYGF) Junior Championship for \$15,000 was discussed by the commission members. The AJGA hosted an event in Columbia for the first time in 2020 and has agreed to take place in 2021 and 2022. Joos calls for a motion to approve the application.

Rukstad motions, Fleming seconds with no oppositions. The Sports Development Fund application of \$15,000 for the AJGA Stan Utley MAYGF Junior Classic passes unanimously. The application will now go to the CVB Advisory Board to be approved during the February meeting.

VII. STAFF REPORTS

CVB Sport Sales Activities

Franklin informed the commission that branding for the sports commission is in the process. He mentioned to the commission that we are expected to have the MSHSAA basketball bid in the next couple weeks.

Franklin mentioned that our destination is expected to sign up for a program called SCOUT (run by the sports tourism consulting firm Huddle Up Group) where numerous bids and requests for proposals are posted for members. The program will be paid for in conjunction with our membership to the statewide coalition in Show-Me Missouri Sports. The coalition works to promote not only their destination but other destinations in the state. SCOUT consists of over 700 event organizers and is designed to simplify the event recruitment process.

VIII. NEXT MEETING DATE

March 11 2021

IX. ADJOURNMENT

Gibson motions to adjourn the meeting, Fudge seconds. Meeting adjourned at 12:55 PM.

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