



# City of Columbia, Missouri

## Meeting Minutes

### Columbia Sports Commission

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Thursday, November 14, 2024  
12:00 PM

300 S. Providence  
Road - Walton Building

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#### I. CALL TO ORDER

The meeting was called to order at 12:04 pm.

#### II. ROLL CALL

**Present:** 8 - James Arnold, Jared Klarfeld, David Egan, Kristopher Kunz, Ethan Cobb, Beau Baehman, Elizabeth Kelly and Stephanie Priesmeyer

**Excused:** 4 - Julie Calfee, Carter Marcks, Susan Hart 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 Visitor's Bureau (CVB) staff members Julie Ausmus and Trevor Bradley were also present.

#### III. APPROVAL OF AGENDA

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

#### IV. APPROVAL OF MINUTES

**Attachments:** [September Meeting Minutes](#)

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

#### V. OLD BUSINESS

Updates to the Sports Development Fund (SDF) Application

Bradley shared copies of the updated Fiscal Year 2025 (FY2025) Sports Development Fund (SDF) Application. Ausmus noted that Post Event Summary Reports would now be due within 45 days of the completion of the event, compared to the previous 90 day window. Bradley also noted the added question (7), which addresses security and staffing of the event, a concern that has been noted at previous meetings.

#### VI. NEW BUSINESS

November Sports Commission Report

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

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

Past events included the Missouri Basketball Coaches Association's Coaches Clinic, Columbia Public Schools' Boys COMO Swim & Dive Invitational, and the Missouri State High School Activities Association's (MSHSAA) Cross Country State Championships.

The National Association of Intercollegiate Athletics' Cross Country National Championships were mentioned as an upcoming event.

Booked business included the Missouri Travel Alliance's 2026 Missouri Sports Travel Exchange and the National Collegiate Athletic Association's (NCAA) 2027 Cross Country Regional Championships. It was also noted that the recently booked NXTPRO Hoops event would be going before the City Council for approval of funding later this month.

Lost business included the USA Club Rugby 2025 Northern Super Regional and the NCAA's 2027 Men's and 2028 Women's Golf Regional Championships. Bradley shared a list of midwest sites that were awarded NCAA Golf Regional Championships in 2027 and 2028.

#### Middle School Basketball SDF Application

**Attachments:** [Application - Middle School Basketball](#)

Sales staff shared the attached Middle School Basketball Championships SDF Application and the attached 2024 Post Event Summary Report with the Sports Commission.

Ausmus noted that the event has been hosted the past three years. The event was funded at \$15,000 in 2020, but the 2020 event was canceled due to Covid-19 and that money was applied to the 2022 event. The event was funded at \$7,500 in both 2023 and 2024. The tournament has witnessed consistent growth in participation, room nights, and attendance, and in 2025 will be split into two weekends. Girls will compete March 7-9, and boys will compete March 21-23. The event will utilize courts at the Columbia Sports Fieldhouse, Mizzou Rec, Columbia Public Schools, and the Boys and Girls Club of Columbia.

Baehman motioned to recommend funding the event at a level of \$12,500. Egan seconded. All in favor. Motion approved.

## VII. STAFF REPORTS

### Sports Sales Activities

Ausmus shared that MSHSAA released the RFP for its 2025-2030 Baseball State Championships. Facility availability on the requested dates prevented staff from putting together a competitive proposal.

Tourism Sales Manager Adam Ziervogel attended TEAMS Conference from September 24-26 in Anaheim, California. Ziervogel attended with the Show-Me Missouri Sports Group and had several successful appointments with organizers.

Bradley and Ziervogel attended a World Cup Regional CVBs Meeting on October 2, in preparation for the 2026 World Cup matches in Kansas City. During their trip to Kansas City, they completed sales calls with 1 Movement Hoops, Heart of America Volleyball, and Top Gun Events. 1 Movement Hoops has a site visit at the Columbia Sports Fieldhouse scheduled Thanksgiving week and has tentatively scheduled an event for June 27-29, 2025.

Sales staff is attending planning meetings with University of Missouri Athletics and Columbia Parks and Recreation for the NCAA's 2025 Cross Country National Championships. University of Missouri Athletics is working with the Southeastern Conference to ensure the University of Missouri plays a road football game on November 22. Ziervogel is attending a site visit in Madison, Wisconsin for the 2024 NCAA Cross Country National Championships with University of Missouri Athletics event staff to prepare for the 2025 event.

Schneider shared that Ziervogel is currently attending a site visit in Bentonville, Arkansas with Columbia Parks and Recreation staff to see USA Cycling's 2024 Collegiate Mountain Bike National Championships. Parks and Recreation is planning to build a cyclocross course at Gans Creek Recreation Area. The site visit will provide insight into events that can be hosted at the course.

#### FY2024 Sports Sponsorship Recap

A report on all sports events that received Tourism Development Funding in Fiscal Year 2024 was shared with the Sports Commission. The report included both Community Sponsorship and Sports Development Fund events.

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

Ausmus requested that the Sports Commission RSVP to the CVB's Holiday Social on December 11 at the Courtyard by Marriott Columbia.

### IX. NEXT MEETING DATE

There will not be a meeting in December due to the CVB Holiday Social. The next meeting is scheduled for January 9, 2025.

### X. ADJOURNMENT

Kunz made a motion to adjourn, Cobb seconded. All voted in favor of adjourning at 12:48 pm.

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