



City of Columbia, Missouri

Meeting Minutes

Columbia Sports Commission

Thursday, September 14, 2023
12:00 PM

Columbia Sports
Fieldhouse - 4251
Philips Farm Rd
Columbia, MO 65201

I. CALL TO ORDER

Julie Calfee, Vice Chair called the meeting to order at 12:03 pm.

II. ROLL CALL AND INTRODUCTIONS

Joey Wilmes was present as a representative from Columbia Parks and Recreation. Convention and Visitor's Bureau (CVB) staff members Adam Ziervogel, Trevor Bradley, and Julie Ausmus were also present.

Present: 9 - Julie Calfee, Zina Fudge, Carter Marcks, Rodney Gray, Susan Hart, Jared Klarfeld, David Egan, Tony Daniel and Heather Cairns

Excused: 3 - James Arnold, Gabe Huffington and Kristopher Kunz

Non-Voting: 2 - Amy Schneider and Aric Jarvis

III. APPROVAL OF AGENDA

Hart motioned to approve the agenda, Klarfeld seconded. Agenda approved as is.

IV. APPROVAL OF MINUTES

Marcks motioned to approve the July Minutes, Hart seconded. Minutes were approved as is.

Attachments: [July 2023 Meeting Minutes](#)

V. OLD BUSINESS

2024 Perfect Game Campus Series Events

Ziervogel led a discussion regarding 2024 Perfect Game Campus Series Events for youth boys baseball and youth girls fast-pitch softball. Last year's event was an overwhelming success. University of Missouri Softball set an attendance record for its home game in conjunction with the event. Ziervogel and Bradley are working to secure Columbia a second year hosting the tournament pending dates.

VI. NEW BUSINESS

Missouri Basketball Coaches Association (MBCA) Events

News regarding the Missouri Basketball Coaches Association (MBCA) was discussed. The agreement the Sports Commission had made with the MBCA to sponsor its events in Columbia was a three-year agreement, and it is due to expire after this year's events. The MBCA Small College Showcase has been cancelled due to decreasing attendance. The group is planning to replace the Small College Showcase with the high school girls Sophie Cunningham Classic. The CVB anticipates a similar request for funding following the agreement's expiration. The MBCA Coaches Clinic was ongoing at the time of this meeting. The last event of the current agreement is the 2023 Norm Stewart Classic in December.

VII. STAFF REPORTS

Sports Sales Activities

The events in the attached Sports Commission Report were discussed. Past events included were the American Junior Golf Association (AJGA) event and the Disc Golf Pro Tour Mid-America Open, which was hosted in partnership with the Columbia Parks and Recreation Department and the Columbia Disc Golf Club. These events took place in July. Future events in the report and those talked about included Missouri State High School Activities Association (MSHSAA) Cross Country Championships, youth basketball, girls fast-pitch, and boys baseball. Potential business discussed included Professional Disc Golf Association United States Women's Disc Golf Championships in 2025, and three potential National Collegiate Athletic Association events in Men's and Women's Golf and Men's and Women's Cross Country.

In August, Ziervogel and Bradley had a meeting with Show Me Missouri Sports to discuss the Missouri Amateur Sports Tax Credit, a program under the State's Department of Economic Development. Mark Schreiber of the St. Louis Sports Commission led the discussion. St. Louis, Kansas City, and Joplin are among the destinations that have used the tax credit in the past to be reimbursed for amateur events expenditures. On September 7, Ziervogel and Bradley facilitated a meeting between the AJGA and the Boys and Girls Club of Columbia to present a check following the AJGA event in July. Ziervogel will be traveling to Travel, Events, and Management in Sports (TEAMS) Conference in West Palm Beach, Florida. Schneider made a note that the CVB staff has been reviewing MSHSAA proposals to ensure that both entities are prepared for the upcoming MSHSAA Championship events.

Ziervogel has posted the remaining meeting dates and sent out invitations through Google Calendars.

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

VIII. GENERAL COMMENTS BY PUBLIC, MEMBERS AND STAFF

There were no other comments.

IX. NEXT MEETING DATE

October 12 2023

Remaining 2023 Meeting Dates

October 12, 2023, November 9, 2023, and December 14, 2023.

X. ADJOURNMENT

Hart made a motion to adjourn, Klarfeld seconded. All voted in favor of adjourning at 12:31 pm.

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