

**Bayou Classic Committee**

2:00 p.m.

Friday, May 18, 2012

Board's of Supervisor' Meeting Room  
2<sup>nd</sup> Floor, J.S. Clark Administration Building  
Southern University and A&M College  
Baton Rouge, Louisiana

**Minutes**

The meeting of the Bayou Classic Committee of the Southern University Board of Supervisors was convened by the Chairman, Mr. Myron K. Lawson. The invocation was given by Mr. Montrell McCaleb.

**PRESENT**

Mr. Myron K. Lawson, Chairman  
Mr. Patrick W. Bell, Vice Chairman  
Atty. Murphy F. Bell, Jr.  
Mr. Calvin W. Braxton  
Mr. Darren G. Mire, Ex Officio

**ABSENT**

Atty. Patrick D. Magee

**UNIVERSITY PERSONNEL**

System President Ronald Mason, Jr.  
Evolva Bates, Chief of Staff  
Chancellors James Llorens (SUBR) and Leodrey Williams (SUAREC)  
Dr. William Broussard, Director of Athletics, SUBR

**Board Counsel**

Attys. Winston DeCuir, Jr. and Tracie Woods

**AGENDA ITEM 3: ADOPTION OF THE AGENDA**

On motion of Mr. Braxton, seconded by Atty. Bell, the agenda was adopted, as printed.

Motion carried unanimously.

**AGENDA ITEM 4: PUBLIC COMMENTS**

None

**AGENDA ITEM 5: UPDATE ON THE BAYOU CLASSIC**

Atty. Byron C. Williams, SU Bayou Classic Coordinator, introduced Ms. Dottie Belletto to the Committee. Ms. Belletto is the President /CEO of the New Orleans Convention Company (NOCCI), the firm that assumed the management of the Bayou Classic in 2011.

Ms. Belletto's presentation began with Clips of the 2011 Bayou Classic and its auxiliary events. She then provided the Committee with an overview of NOCCI, its staff and experience in promoting and marketing public events.

The goals established by NOCCI for the event are to:

- increase overall attendance of the Bayou Classic and its auxiliary events
- position the Bayou Classic as the premier cultural sporting event in the Nation
- regain the Bayou Classic Legacy as the Bayou Classic as the most anticipated and most attended HBCU Classic in the Nation.
- position the City of New Orleans and the Bayou Classic as the poster for Thanksgiving vacation designation
- reposition the Bayou Classic Brand

Official 2012 Bayou Classic Activities will begin September 1, with a series of Road Shows in major cities across the State. These activities will culminate November 10.

Other related events include:

- Kick off Press Conference
- Bayou Classic Celebrity Golf Tournament
- Thanksgiving Day Parade
- Empowerment Exchange with the HBCU Institute
- Coaches' Luncheon – featuring a celebrity speaker. Sale of tickets to this event is being considered.
- Welcome Reception on Friday evening, prior to the Battle of the Bands and Greek Show
- Game Day Activities --
  - Fan Festival – featuring a celebrity artist
  - 2<sup>nd</sup> line from the Fan Festival to the Superdome
  - Live entertainment in the Superdome prior to the game
  - Giveaway – prior to start of game
  - National Anthem to be sung by Celebrity Artist
  - Interactive activities during game
  - 1/2 time show
  - Houseparty after the game
- Day after Game
  - Gospel Brunch , prior to the Saint Home game

Additionally, the Committee was advised that a decrease in prices for the football game is under consideration as a means of increasing game day attendance.

Following a brief question and answer session, Committee Chair Lawson requested NOCCI representatives to develop for SU Board Members, packets to use in seeking small sponsorships for the Bayou Classic.

**AGENDA ITEM 6: OTHER BUSINESS**

The presence of SU System Foundation members was recognized: Ms. Anna Jones (President) Mr. Martin Johnson (newly appointed member), Atty. Preston Castille (Counsel) and Dr. Ernie Hughes (Director).

**AGENDA ITEM 7: ADJOURNMENT**

On motion of Mr. Bell, seconded by Mr. Braxton, the meeting was adjourned.

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