



SPORTS & ENTERTAINMENT AUTHORITY

HENRICO COUNTY, VIRGINIA

To wit:

A regular meeting of the Board of Directors of the Sports & Entertainment Authority of Henrico County, Virginia, was held at 10:00 a.m. on Wednesday, January 15, 2025, at the Sports & Events Center, 1 All Star Boulevard, Glen Allen, Virginia 23059.

DIRECTORS PRESENT

Steven J. Yob, Chair
Peter Farrell, Vice Chair
Shareema Williams, Treasurer
Jen Kostyniuk, Secretary
Todd 'Parney' Parnell
Perry Miller
Paula Pando

DIRECTORS ABSENT

DIRECTORS PARTICIPATING ELECTRONICALLY

OTHERS PRESENT

Dennis Bickmeier, HSEA Executive Director
Dawn Miller, HSEA Staff
Michael McCormack, HSEA Staff
Megan Hazzard, HSEA Staff
Jacque Frame, HSEA Staff
Tom Yeager, HSEA Staff
Rob Welch, HSEA Staff
Heather Grubb, HSEA Staff
Alyssa Brown, Assistant County Attorney

Vice Chair Farrell called the meeting to order at 10:12 a.m.

The Board voted to reorder the agenda and have Mr. Bickmeier present the SEA Team Monthly Report first. The report notes are presented later in the minutes.

Mr. Yob arrived at 10:19 a.m. for the meeting and assumed the Chair's gavel.

Approval of the November 20, 2024, Minutes

Mr. Farrell asked if there were any corrections or additions to the minutes of the November 20, 2024, meeting. Hearing none, with a motion made by Ms. Pando, seconded by Mr. Parnell, the motion passed, and the minutes were approved, with Mses. Kostyniuk, Pando, and Williams and Messrs. Farrell, Parnell, and Yob all voting "aye".

Election of Officers

Mr. Yob opened the floor for the nomination of officers. Mr. Parnell moved to nominate the outgoing officers for re-election to their offices, which was seconded by Mr. Farrell. The nominating motion passed with Mses. Kostyniuk, Pando, and Williams and Messrs. Farrell, Miller, Parnell, and Yob all voting "aye". Hearing no other nominations, Mr. Yob opened the floor for votes on the four nominations, explaining that the nominations were as follows: Steve Yob for Chair, Peter Farrell for Vice Chair, Shareema Williams for Treasurer, and Jen Kostyniuk for Secretary. Steve Yob was elected Chair, with Mses. Kostyniuk, Pando, and Williams and Messrs. Farrell, and Parnell voting "aye". Mr. Yob abstained. Mr. Farrell was elected Vice Chair, with Mses. Kostyniuk, Pando, and Williams and Messrs. Parnell and Yob voting "aye". Mr. Farrell abstained. Shareema Williams was elected Treasurer, with Mses. Kostyniuk and Pando and Messrs. Farrell, Parnell, and Yob voting "aye". Ms. Williams abstained. Jen Kostyniuk was elected Secretary, with Mses. Pando and Williams and Messrs. Farrell, Parnell, and Yob voting "aye". Ms. Kostyniuk abstained.

Readoption of Electronic Participation Policy

Mr. Bickmeier introduced the Readoption of the Electronic Participation Policy. Annual readoption of this policy is required by Virginia code. This policy allows Board members electronic participation in Board meetings. Mr. Yob asked if there was any discussion or questions. Hearing none and with a motion by Ms. Kostyniuk, seconded by Mr. Farrell, the motion passed, and the policy was approved with Mses. Kostyniuk, Pando, and Williams and Messrs. Farrell, Parnell, and Yob all voting "aye".

Discussion of Draft All-Virtual Meeting Policy

Ms. Brown introduced and led the discussion of the proposed All-Virtual Meeting Policy. This policy was drafted by the County's legal team. The policy applies to full Board meetings as well as Committee meetings. Ms. Brown noted that all-virtual meetings cannot be held consecutively, and no more than 50% of the meetings can be all-virtual during a given year. All-virtual meetings have to be determined in advance to meet FOIA requirements. HSEA will work with the County's Information Technology department to arrange for the all-virtual meetings to be available for public viewing and participation. Ms. Brown noted that this proposed policy was included in the Board's packet and that if the Board had the opportunity to review and was ready to approve then the policy could be adopted during the January 15, 2025, meeting. Mr. Bickmeier recommended approval. Mr. Yob asked if there were any discussions or questions. Hearing none and with a motion by Mr. Farrell, seconded by Mr. Parnell, the motion passed, and the policy was approved with Ms. Kostyniuk, Pando, and Williams and Messrs. Farrell, Parnell, and Yob all voting "aye".

Committee Reports

Marketing & Guest Services

Ms. Kostyniuk announced that the Marketing & Guest Services Committee meeting is scheduled for January 27, 2025.

Facilities / Events

Mr. Parnell announced that the Events & Facilities Committee meeting is scheduled for January 16, 2025.

Strategic Planning

Ms. Pando announced that the Strategic Planning Committee meeting is scheduled for January 27, 2025.

Finance

Ms. Williams reported on the January 10, 2025, Finance Committee meeting. The Committee approved the November 4, 2024, meeting minutes and followed up on the November action items. It was determined that no further action was needed on insurance coverage. The Committee had a brief discussion on the continued need for a finance position for the 25/26 fiscal year. The Center's security camera quote was reviewed and is recommended for the Board's approval. The FY25/26 proposed budget was reviewed. Mr. Bickmeier said the budget process begins January 23, 2025, with the Board of Supervisors' final vote in March.

HSEA Team Monthly Report

Mr. Bickmeier welcomed everyone to the new year. He introduced Alyssa Brown, Assistant County Attorney.

During December, Henrico County hosted six tournaments for football, rugby, volleyball, cornhole, basketball, and wrestling. Youth football tournament RichCity Spiders, hosted the Annual Michael Minor Holiday Bowl is scheduled to play at four county high schools; Glen Allen, Tucker, Hermitage, and Deep

Run. Ages ranged from 6U to 14U. James River Rugby Christmas tournament was held at Glover Park for 40 teams, one being from Canada. It is one of their largest events.

Mr. Bickmeier reported on the indoor events that included the Center's one year anniversary. The anniversary celebration and the inaugural Battle of the Badges between Henrico's police and fire departments, with fire winning, was part of the Cheer & Gear weekend. This weekend included an equipment donation drive in collaboration with ESPN radio and the Salvation Army. Six bins of donations were collected from high school donations, local patrons, and the community. This is a good community event that benefits the local youth. Mr. Parnell noted that this year's drive had a good vibe and was elevated from past drives. Just over one bin was collected in 2023. The weekend's A-10 collegiate game between University of Richmond and Columbia University had a respectable 700 in attendance. The returning American Cornhole League tournament had positive food and beverage revenue. Other December events included the Reindeer Rumble and the 804 Coaches for Change boys and girls basketball tournament which had eight public and private schools participate. Deep Run Wrestling hosted its first event with 30 teams requiring seven mats on the arena side. Discussions with the Virginia High School League for boys wrestling are ongoing. The girls wrestling event will be held at the Center. December events brought good media and social coverage as well as website traffic.

November and December's combined economic impact pushed \$10 million. November's hotel occupancy, which is reviewed internally on a weekly basis, reflects an average daily rate increase of .2%, and a 2.1% revenue per average room increase. Hanover and Ashland occupancy rates lead the charge respectively at 17.9% and 3.7% increases over the region's percentages.

Mr. Bickmeier highlighted the January 11 - 12 Richmond Volleyball Club tournament was played at the Center as well as 100 teams playing at the Convention Center. Futsal will be played January 18 - 19.

The team traveled to Salem, Virginia to watch the NCAA Volleyball Championship in action and to observe the event's operation.

The Virginia Sports Hall of Fame has added a new wall graphic of Virginia's NCAA champions. Building out the corridor with sports historical content will continue with the addition of a dedicated mural of Arthur Ashe, recognizing the 50th anniversary of his Wimbledon championship. The unveiling is February 4, 2025. The Board of Directors will receive an invitation to the event. Mr. Yeager stated that future exhibits of basketball, baseball, and soccer champions, NASCAR, Olympic Gold Medalists dated back to 1906, will be added to the corridor.

The Strikers Capital Fall Classic, repeat business, is returning in 2025.

Mr. Bickmeier reviewed March's A-10 Women's Basketball Championship week. The 2025 event will include an International Women's Day brunch and panel of regional women leaders on Saturday, March 8. This event's ticket includes a ticket to the semi-final games. Community Appreciation Day will return. New to the championship week, ChamberRVA and the Hanover Chamber are having a mega mixer event that will provide access to all three games, snacks, and drinks. These events will provide an opportunity for businesses to network and see the first game. HSEA and the A10 Women's Conference are having ongoing discussions about a three-year extension.

Graduation planning has begun for Hanover, Caroline, King William, and Henrico County high schools. There will be 17 graduations at the Center in 2025. Mr. Bickmeier recognized HSEA's hardworking team. They are involved in all indoor and outdoor events planning and getting events to the finish line.

Old Business

Revisions for the F&B commission and ABC sales in the ASM management contract continue. With the assistance of the County's Legislative Liaison, future legislative action on fees for alcohol sales is under consideration. These sales have an impact on HSEA's revenue. HSEA is revisiting ABC regulations and unofficial interpretations/policies of ABC considered when the ASM contract was written.

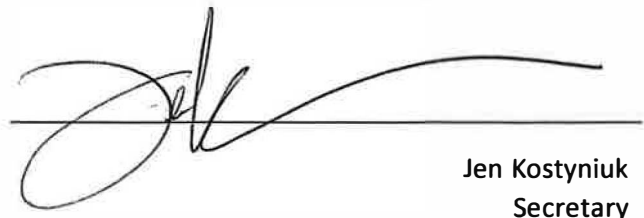
New Business

Mr. Bickmeier introduced the Resolution awarding a contract to install security cameras for the Sports & Events Center. He reviewed the \$45,465.23 Architectural Products of Virginia quote that was prepared with the consultation of the Purchasing Division using the cooperative purchasing method. He stated that this system will be a combination of new cameras and repositioning existing exterior cameras, all of which will be permanent and hard wired. The system will assist with observing foot traffic around the Center's exterior. This permanent system will offer cost savings from the Henrico Police Department's temporary units that were used for events such as school graduations. County funding appropriations have been secured since this system was not included in HSEA's FY24/25 budget. Mr. Yob asked if there was any discussion or questions. Mr. Bickmeier stated that the Finance Committee was able to review this quote during the January committee meeting and along with the staff, recommends approval of the purchase. The Board reviewed the quote. The discussion concluded and with a motion by Ms. Pando, seconded by Mr. Farrell, the motion passed, and the resolution was approved with Mses. Kostyniuk, Pando, and Williams and Messrs. Farrell, Parnell, and Yob all voting "aye".

Mr. Bickmeier announced that HSEA is actively working with the Virginia Tourism Commission, VTC, and other localities on a \$5 million sports tourism fund. Mr. Bickmeier attended a Senate Finance Committee meeting along with VTC representatives. He noted that Virginia is 10th in the nation in sports tourism.

Adjourn

There being no further business, the meeting adjourned at 11:05 a.m.



Jen Kostyniuk
Secretary