



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, November 15, 2023, at the offices of the Economic Development Authority of Henrico County, Virginia, at 4300 East Parham Road, Henrico, VA 23228.

DIRECTORS PRESENT

Marielle McFarland, Secretary
Sheila S. Minor, Treasurer
Steven J. Yob, Chair
Yvette D. George

DIRECTORS ABSENT

J. Oscar Knott
Vaughan Crawley, Vice Chair

DIRECTORS PARTICIPATING ELECTRONICALLY

OTHERS PRESENT

Dennis Bickmeier, HSEA Executive Director
Michael McCormack, HSEA Staff
Megan Hazzard, HSEA Staff
Jacque Frame, HSEA Staff
Ryan Murphy, Deputy County Attorney

Mr. Yob called the meeting to order at 10:03 a.m.

Approval of the October 18, 2023, Minutes

Mr. Yob asked if there were any corrections or additions to the minutes of the October 18, 2023, meeting. Hearing none, with a motion by Ms. Minor seconded by Ms. McFarland, the motion passed, and the minutes were approved with Mses. McFarland, George, and Minor and Mr. Yob all voting "aye".

Board Committees' Revised Purposes

Mr. Yob introduced the Board Committees' Revised Purposes. He stated that the purposes and objectives are guidelines for the new Board and can be revised by the next Board. Mr. Bickmeier noted the purposes and objectives will be included in the Board of Directors handbook.

Mr. Yob asked for the Board to review the guidelines and offer recommendations. Mr. Bickmeier stated he would like to have the handbook available for Board review at the January 17, 2024, Board meeting.

Ms. Minor inquired about adding a Human Resource Committee. It was noted that the Human Resource Committee would rarely be used unless an issue arose. SEA will refer to the Economic Development Authority's Personnel Committee as a starting point. Messrs. Bickmeier and Yob, and Ms. Frame will review the Personnel Committee information with consideration of making the Human Resources Committee an ad hoc committee to be used as needed.

Board Transition Timeline

Mr. Yob introduced the Board Transition Timeline. He noted this timeline was shared and discussed with the County Manager. Mr. Yob asked for comments. Ms. George asked how the timeline affects this current Board. The new Board will begin leadership at the April 17, 2024, meeting. The current Board members serve until their successors are appointed and qualified.

Mr. Bickmeier stated that the Manager is working on the newly elected Board of Supervisors' onboarding which is the next milestone on the Board Transition Timeline. The Expectations of the Board of Directors are in the handbook along with the Freedom of Information Act and Conflict of Interest Act.

Committee Reports

Marketing

Mr. Yob reported on the November 2, 2023, committee meeting. The Committee discussed events like the A10 Media Day. Mr. Yob visited the Sports & Events Center while the A10 Media Day was being set up but was unable to attend the event. He heard a great report on the event. Mr. Yob noted the State of the County is being held in the Sports & Events Center November 16, 2023.

Sponsorships were discussed as well.

The Marketing Committee's next meeting is scheduled for December 13, 2023. Mr. Yob said the County's Media Relations Department participates in the meetings.

Facilities / Events

Ms. McFarland stated that the Facilities/Events Committee meeting is scheduled for November 20, 2023, and therefore there is no report at this time.

Finance

In Mr. Crawley's absence, Ms. McFarland reported that the committee met on November 14, 2024. The Committee discussed the Fiscal Year 24/25 budget. The target has been completed and submitted. She noted that costs associated with the external bookkeeping and auditor services which will be hired when SEA moves into its next phase, will need to be added to the budget. The Committee talked about the current Fiscal Year 23/24 budget noting there might be a personnel deficit. The encumbered \$15,000 for The Collective Best Strategic Planning services, needs to have the PO canceled and then the funds transferred back to SEA's fund. ASM numbers will need to be plugged into the SEA budget. ASM's Sports & Events Center Operating budget is delayed. ASM's Accounting Manager, Aaron Shaber discussing the revised budget with Matt Chafin. The Committee determined Merchant Cards will not be needed, the draft Credit Card policy needs to be reviewed and approved, and drafting of the Investment Policy has begun. The Committee will use the Economic Development Authority's and County's Investment Policies as a starting point. Additional insurance coverage is being looked into. Ms. Minor noted that the County is doing a comprehensive look at what coverage there is currently and what is needed to be sure the building is fully covered. The Committee reviewed the ASM Financial Reporting procedure and determined the reporting expectation is monthly and annually. Mr. Bickmeier said Financial Reporting is contractual and that it might be quarterly as well. The Committee reviewed the basic budget timeline for the Board to approve budgets on an annual basis. The Fiscal Year 24/25 budgets are due December 22, 2024. The Finance Committee will meet in mid-December to review the final budget which will provide time for revisions to be presented to the Board during the December 20, 2024, Board meeting. Blue Bell is working with Sandra Fuentes on the Fiscal Year 24/25 budget. Mr. Bickmeier noted the SEA staff will work on an internal budget timeline.

Strategic Planning

Mr. Bickmeier noted that Strategic Planning is on course. The Committee has not met internally. The HSEA staff are meeting December 1, 2023, to brainstorm and set short-and long-term goals. The meeting will be held at the Sports & Events Center.

Executive Director's Monthly Team Update

Mr. Bickmeier offered the SEA team's monthly report to the Board.

Mr. Bickmeier reported the Sports & Events Center is in a soft opening month. The Center has only five open days in November. Both the A10 Media Day and Richard Bland Basketball Tournament were good for the Center's operations. The tournament was a good first attempt at everything within the Center. Mr. Bickmeier said there were two events held at the same time this past weekend, the Brazilian Jiu-Jitsu and Cubing USA Virginia Championship with a world record being set in the Center. Mr.

McCormack said it was a good test for the sound wall with the two events being run simultaneously. The State of the County is being held in the Center on Thursday, November 16, 2024, followed by Richmond Region Tourism's Board meeting with a lunch. Mr. Bickmeier noted that many localities will be in the Center at the same time. There will be many regional leaders in one place and one time. Greater Richmond Partnership of Virginia and the Richmond Region Tourism joint holiday party is being held in the Center on November 29, 2024.

Ms. Hazzard announced that the Aerial East Gymnastics Turkey Tumble is November 17 - 19, 2024. This event moved from Tucker High School, allowing for more competition and more participation. Saturday, November 18, 2024, is the Coca Cola Caravan with Santa.

Ms. Minor asked who is on site during events. Mr. Bickmeier replied AMS's operating staff is on site along with SEA staff member Robert Welch. He also noted that SEA staff drop in every so often during events, including weekends.

Ms. Hazzard shared that ASM and SEA have weekly review meetings to discuss the upcoming 14 days and events, and the events' logistics. ASM is the onsite crew, and they execute the events. There are multiple cleaning services on site during events. Currently, the Center's security is Henrico police officers. Their pay is billed back to the client. There are other security options being considered. Weeknight security needs are still to be determined. There is more foot traffic during the weekdays. It is good to walk through the variety of events and determine what is needed to effectively execute an event.

Ms. Minor asked about the ASM acquisition. Mr. Bickmeier replied ASM is in the process of being acquired by Legends. Legends was started as a merchandise and hospitality company owned by Jerry Jones and Hal Steinbrenner. The company has expanded into venue management, and this acquisition means that there will be two major venue management companies. Mr. Bickmeier stated that only the Venue Operations division is being acquired.

Mr. Bickmeier talked with two executives at ASM to discuss the acquisition at which time, he stressed operational excellence needs to continue. He was informed that there wouldn't be any local staff changes at the Sports & Events Center. Mr. Bickmeier noted the local ASM group is not getting as much regional support as expected. The Internal resource position with ASM has not been filled.

The road and directional signage have been ordered. 1 All Star Boulevard Road signs are up, and Ms. Miller is working on adding it to Google maps. The Center's wayfinding signage has been ordered.

Mr. Bickmeier offered a recap of the outdoor events and the previous month's economic impact numbers. The economic impact formula is still being reviewed. Mr. McCormack noted that Richmond Region Tourism uses Destinations International Event Impact Calculator. Henrico uses an internal formula which is a projection based on the industry. Richmond Region Tourism will roll out a sports tourism economic report which might have resources SEA can use for future use.

Sports Virginia is more active. Governor Youngkin remarks at the 2023 VA 1 Tourism Summit including comments regarding sports tourism. His remarks indicate a strong focus throughout the Commonwealth.

The Richmond Highland Games returned to Dorey Park. The attendance over the weekend was estimated at 20,000. It was a great event for Henrico. There were connectivity issues and long lines, but everyone handled the issues well. There will be a recap meeting to resolve issues and build a better event for future years.

A Youth Basketball Homegrown event is scheduled for January 5th, 2024.

The December 11th VCU game has been announced. Tickets will be on sale soon.

Virginia Sports Hall of Fame is securing a sponsor and will be selling tickets soon. The 2024 Induction Class has been selected. Inductees need to be present to accept the induction or they will be moved to next year's induction class.

There were 10 tournaments through October hosted in Henrico County. Nine of these were SEA sports tourism tournaments. Virginia's Pickleball annual Pickleboo tournament and the King of the James fishing events had a combined participation of over 2,000. There were 140,000 visitors based on tourism events and estimated economic impact of \$3,123,090.

Mr. Yob noted multiple road races, including the Richmond Marathon. Combined there were 18,000 participants and 25,000 spectators.

Mr. Bickmeier reported the SEA team continues to be active in the community with event support and speaking engagements. Ms. Hazzard and Mr. McCormack attended the 2023 Teams Conference, which is one of the largest sports conferences in the country. The HSEA partnered with Richmond Region Tourism. They met with 75 event organizers to promote the indoor and outdoor facilities in the region.

October's media coverage centered around the A10 Media Day. The Showtime All the Time inaugural podcast was recorded and released. The podcast will be a monthly series.

SEA and Summit Media are reviving the Holiday Cheer and Gear donation drive with the support of The Salvation Army. Donations will be accepted December 11, during the Virginia Commonwealth University Women's basketball game. There is a focus on sports balls. This is an effort to bring something back and do something good for the community.

The SEA team along with Economic Development Authority and Building Inspections are donating nonperishable food items, ten turkeys and full Thanksgiving meals to the Henrico Police Athletic League's annual turkey giveaway.

Ms. McFarland asked about the Center's security weapon scanners. Mr. Bickmeier explained the scanners have been purchased by Henrico County Public Schools. He will confirm funding with Mr. Hinton.

Mr. Bickmeier said the Center's kitchen is being finalized. There are some health department requirements that need to be satisfied.

Ms. Minor asked about the humidity in the building. Mr. Bickmeier responded that it is under control at this time of year. He said according to the readings, there aren't any issues. The HVAC company will install humidifiers and a central control system during December and January and is on a good path to managing the humidity.

Old Business

None.

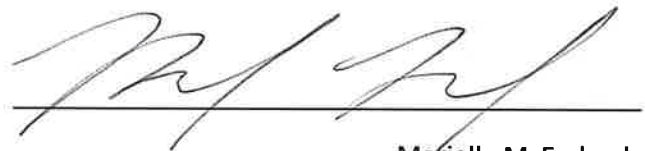
New Business

Mr. Bickmeier presented the 2024 Board of Directors meeting dates. Ms. Minor noted that the Legislative Reviews are scheduled for the week of March 18, 2024, which might create a conflict of time for many of the Board members. Ms. Minor suggested scheduling the March 20 meeting for an evening hour. She suggested this meeting be considered a transition of boards where both Boards attend the March 20 Board Meeting.

Mr. Bickmeier will discuss the potential for a special meeting on March 20, with both Boards, with the Manager.

Adjourn

There being no further business, the meeting adjourned at 10:56 a.m.



Marielle McFarland
Secretary