



**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 19, 2025, at the offices of the Economic Development Authority of Henrico County, Virginia, at 4300 East Parham Road, Henrico, VA 23228.

**DIRECTORS PRESENT**

Steven J. Yob, Chair  
Shareema Williams, Treasurer  
Todd 'Parney' Parnell  
Paula Pando

**DIRECTORS ABSENT**

Jen Kostyniuk, Secretary  
Perry Miller  
Peter Farrell, Vice Chair

**DIRECTORS PARTICIPATING ELECTRONICALLY**

**OTHERS PRESENT**

Dennis Bickmeier, HSEA Executive Director  
Michael McCormack, HSEA Staff  
Megan Hazzard, HSEA Staff  
Jacque Frame, HSEA Staff  
Tom Yeager, HSEA Staff  
Rob Welch, HSEA Staff  
Brian Carroll, HSEA Staff  
Misty Myers, HSEA Staff  
Ryan Murphy, Deputy County Attorney  
Tavaris Robinson, R&P Staff  
Kameron Simms, R&P Staff  
Elbert Grinnell, R&P Staff

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Mr. Yob called the meeting to order at 10:08 a.m.

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#### **Approval of Electronic Participation**

Mr. Yob informed the Board that no members had requested to participate electronically, and he moved to the next item on the agenda.

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#### **Approval of the October 21, 2025, Minutes**

Mr. Yob asked if there were any corrections or additions to the minutes of the October 21, 2025, meeting. Hearing none, on a motion made by Ms. Williams, seconded by Mr. Parnell, the minutes were approved, with Mses. Pando and Williams and Messrs. Parnell and Yob all voting "aye".

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Mr. Bickmeier introduced HSEA's newly hired accounting manager, Misty Myers. Ms. Myers has 20 plus years of accounting experience. She is becoming acclimated with the HSEA finance role by working with Ms. Frame and Mr. Chafin. He also informed the Board that the first day for Michelle Prentice, Marketing Graduate Assistant, was November 3<sup>rd</sup>, but she was unable to attend the meeting due to a marketing video being filmed. Her focus will be on graphics, digital design, and social media. Mr. Bickmeier noted that Mr. Robinson, Mr. Simms, and Mr. Grinnell were present and will continue to attend the meetings as their time permits.

Mr. Bickmeier congratulated Mr. Murphy on his 16<sup>th</sup> place finish in the Richmond Marathon.

#### **Placer.ai Discussion**

Mr. Bickmeier explained the need for the Placer.ai software and he noted that the Finance Committee reviewed the software and the agreement during the November 18, 2025, committee meeting. He explained that this software provides visibility of visitor foot traffic and location tracking. Knowing this information can provide a competitive advantage. He noted that surrounding localities use the software and that the data obtained reinforces the economic impact figures. Ms. Hazzard reviewed the Placer.ai metric handouts and related its benefits of knowing the foot traffic to the Sports & Events Center, County parks and facilities, as well as the percentage of airport travelers. She stated that having this information is valuable and helps with potential sponsorships. It was suggested that this data be presented to the Board on a regular basis.

Ms. Williams recommended authorization of the purchase per the proposed Placer.ai agreement.

Mr. Yob asked if there were any questions. Hearing none, on a motion made by Ms. Williams, seconded by Ms. Pando, the motion to approve the Placer.ai agreement and authorize its execution was approved, with Mses. Pando and Williams and Messrs. Parnell and Yob all voting "aye".

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### **Committee Reports**

#### **Marketing & Guest Services**

The committee did not meet since the last Board meeting.

#### **Facilities / Events**

The committee did not meet since the last Board meeting.

#### **Strategic Planning**

The committee did not meet since the last Board meeting.

#### **Finance**

Ms. Williams reported on the November 18, 2025, committee meeting. She welcomed Ms. Myers, the Accounting Manager for HSEA. She noted the recent hire of Graduate Assistant Michelle Prentice, Sports Services Manager Mr. Carroll, and that three Recreation and Parks employees will be transferred to HSEA in 2026.

The Committee reviewed HSEA & HSEC quarterly financials. She stated that the Center was closed to sporting events for its annual three-week maintenance in September yet still increased the catering revenue due to having meetings in non-sporting spaces during the three weeks. This increase offset the higher than budgeted expenses. The financials tracked favorable to an actual loss of \$252,228 versus the budgeted loss of \$328,455. The utilities costs remain high, but the BAS system savings will begin to take effect as well as savings due to the Dominion Energy solar installation.

The HSEA and HSEC audit remains ongoing.

The quarterly meeting cadence will be changed to coincide with the preparation of the monthly financial reports.

Ms. Williams introduced the Capitalization Policy draft. The Finance Committee reviewed and recommended the proposed Capitalization Policy. The policy will set the fixed assets cap at \$5,000 which is a standard policy for government agencies.

Ms. Williams recommended the proposed Capitalization Policy for adoption by the Board.

Mr. Yob asked if there were any questions. Hearing none, on a motion made by Ms. Williams, seconded by Mr. Parnell, the motion to adopt the Capitalization Policy was approved, with Mses. Pando and Williams and Messrs. Parnell and Yob, all voting "aye".

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### **HSEA Team Monthly Report**

Mr. Bickmeier offered the SEA Team monthly report to the Board.

He highlighted the December 4, 2025, Holiday Cheer & Gear Donation Drive for the Salvation Army. ESPN will have a live broadcast from 3 p.m. to 6 p.m. HSEA's marketing department filmed a promo video featuring Mr. Bickmeier and Mr. Parnell which will be shared with the Board. The donation drive is to collect sports gear and equipment for ages 13 – 17 years old. The goal is to surpass the six bins collected in 2024. Special guest Santa Claus will arrive at 5 p.m. Tip off for the Battle of the Badges, a basketball game between Henrico Police and Henrico Fire is scheduled for 6 p.m. Local sports mascots will be present. The Board was asked to share the event within their network.

The Henrico Economic Development Authority's State of the County is scheduled for November 20, 2025. It will be held at the Sports & Events Center. A livestream link is available. EDA announced its new Executive Director, Cari Tretina. Ms. Tretina's first day will be January 17, 2025. HSEA and Ms. Tretina, the current Henrico County's Chief of Staff have worked together since HSEA inception. She also previously oversaw the Division of Recreation and Parks. She has been working on the Best Products Reimagined RFP. The HSEA team looks forward to working with her.

Mr. Bickmeier briefly reviewed the 10 tournaments held in October consisting of three fishing tournaments and three indoor tournaments. The CBG Juco/Prep Showdown basketball tournament and the CBG Juco/Prep Fall Finale included live recruiting periods which attracted college coaches from the eastern colleges.

The October 2025 economic impact increase over October 2024 was approximately \$1,600,000. October 2025 had more team-oriented events while October 2024 had more individual events. These events focused on individual competition have moved to other months so their economic impact will be calculated in those respective months. The October 2025 figure will be adjusted after event reporting is complete.

Mr. Bickmeier reported on the September hotel occupancy data. Henrico County's occupancy number was 65.1%, up 1.8% while the average daily rate increased to \$109.43. The RevPAR was \$71.19, an increase of 3.3% year over year. The overall occupancy was up 7.7%. Richmond, Chesterfield, and Hanover were up as well. These are strong hotel numbers producing increased tax collections year over year.

November has a variety of indoor events such as Henrico Retirement Service, Galan Nursing School Graduation, New Breed Jujitsu, Cheers Festivals Arts & Crafts show, American Corn Hole tournament, and the American Gymnastics/Aerial East Turkey Tumble. The Turkey Tumble has held its events at the Sports & Events Center since the Center's inception. Catering and concessions sales are up overall with food and beverage sales of \$60,000. The outdoor tournaments include pickleball, softball and three weekends of Capital Fall Classic soccer tournaments. There are only two outdoor events on synthetic turf for the remainder of this season. Grass events conclude the weekend of November 22<sup>nd</sup>. The Sports Services team is finalizing the Sports Manual which outlines policies and procedures. The Virginia Sports Hall of Fame voting for the 2026 induction class was held at the Center. The Induction Ceremony is being held at the Hilton Hotel in Short Pump. It will return to the Center in 2027. The Hall of Fame will livestream the 2026 Induction Class announcement on December 10, 2025. Sponsorship opportunities will be announced on December 10, 2025.

West Creek's Richmond United field is undergoing construction requiring usage of other facility fields. Mr. Robinson has identified facilities and can accommodate the need. Ms. Pando asked if there is an opportunity for adult league rental charges due to the bulk of Richmond United's programming happening in Henrico at no cost and if there is a way to monetize field usage. HSEA is considering a youth association corporate sponsor opportunity in keeping with its policies.

Social media engagement included 111 marketing posts and gained 109 new followers. The Marketing Department assisted with the 4 Tha Culture press release and social media content to push out event messaging. 4 Tha Culture is scheduled for December 19 – 21, 2025. Marketing also assisted with the NOVA ribbon cutting and the Korn Ferry PGA announcements. The Korn Ferry Tournament's full schedule is expected to be released November 18, 2025.

The Business Development team worked with current event partners while pitching new business. The HSEA team members attended the ACE Center Hermitage Mock Interviews and the ENCOREPRENEUR Breakfast Networking. The team takes full advantage of sports tourism related webinars that included Hosting a Mega-Event: The Challenges and Opportunities of Balancing Safety and Fun and Balancing Resident Needs with Sports Tourism Demand. The team attended chamber meetings, Henrico PAL Capital Campaign meeting, and was invited to participate in the Route 1 Planning Commission meeting. The Route 1 Planning meeting was to brainstorm on ways to beautify Route 1 and new hotels due to the number of the Sports & Events Center visitors' traffic. Site visits were given to Hanover Tourism. Mr. McCormack and Ms. Hazzard attended the TEAMS conference in Columbus, Ohio. Mr. McCormack also attended the USA Softball Annual Council Meeting in Oklahoma City. The 2027 USA Softball Nationals bid has been awarded to region.

HSEA has worked alongside the Belmont Advisory Committee (BAC) to provide quality programming at Belmont Golf Course for the community and Henrico County students. For over three years, HSEA served as a liaison between First Tee and the Committee. The intent of the BAC was to ensure the voice of the community was heard by the Board of Supervisors. After six years, it has been declared that the BAC has fulfilled its mission. The Committee members will be recognized at the December 2 Board of Supervisors meeting. First Tee will continue to manage the course and its programming.

HSEA is meeting with the Sportbackers in December to see about expanding its partnership.

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### **Old Business**

It was noted that the Center's sponsorship research is still ongoing and the Economic Development Authority has sponsorship with the Center. The Battle of the Badges Presenting Sponsor is in progress.

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### **New Business**

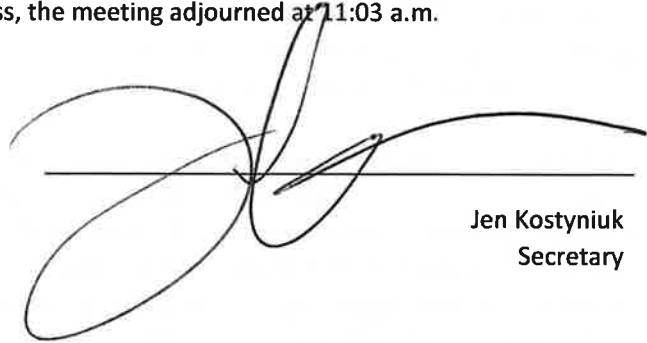
The December 17, 2025, Board of Directors meeting will be held as scheduled.

Mr. Parnell and Mses. Williams and Pando expressed their desire to continue their service on the Board. Mr. Bickmeier will speak with the remaining directors about their interest in a reappointment. The annual Board Officer elections will take place during the January 21, 2026, meeting.

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**Adjourn**

There being no further business, the meeting adjourned at 11:03 a.m.

A handwritten signature in black ink, consisting of several loops and a long horizontal stroke, positioned above a horizontal line.

Jen Kostyniuk  
Secretary