



**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, December 17, 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  
Peter Farrell, Vice Chair  
Jen Kostyniuk, Secretary  
Todd 'Parney' Parnell  
Perry Miller

**DIRECTORS ABSENT**

**DIRECTORS PARTICIPATING ELECTRONICALLY**

Paula Pando  
Shareema Williams, Treasurer

**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  
Misty Myers, HSEA Staff  
Michelle Prentice, HSEA Graduate Assistant  
Ryan Lloyd, HSEA Intern  
Ryan Murphy, Deputy County Attorney  
Matt Chafin, Deputy Director of Finance  
George Crowell, HHJ CPA

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 10:00 a.m.

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

Mr. Yob informed the Board that Ms. Williams and Pando were unable to physically attend the meeting in person due to illness. He stated that Ms. Williams and Pando had requested to participate remotely from their homes. Mr. Yob stated that the Board had arranged for Ms. Williams and Pando to be heard by all persons at the meeting location and that there was a quorum physically assembled at the meeting location.

Mr. Yob moved that the Board approve Ms. Williams' and Pando's remote participation in the meeting. With a second by Mr. Parnell, the motion passed, and Ms. Williams' and Pando's remote participation in the meeting was approved, with Ms. Kostyniuk, and Messrs. Miller, Yob, Farrell, and Parnell all voting "aye".

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#### **Approval of the November 19, 2025, Minutes**

Mr. Yob asked if there were any corrections or additions to the minutes of the November 19, 2025, meeting. Hearing none, on a motion made by Mr. Farrell, seconded by Mr. Miller, the minutes were approved, with Ms. Kostyniuk, Pando, and Williams, and Messrs. Farrell, Miller, Parnell, and Yob, all voting "aye".

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#### **HSEA FY25/26 1st Quarter Financial Statement Review**

Mr. Crowell reported on HSEA FY25/26 1st Quarter Financials. He reported that during the period of July through September 2025, HSEA processed several significant transactions. Two scheduled promotional partner payments of \$25,000 each to Richmond International Raceway, LLC. HSEA also paid \$12,000 to Brown Edwards for audit services and \$9,800 to Mangum Economic Consulting for a one-time economic impact report. Additionally, a reimbursement of \$14,950 was received from Henrico County related to a prior Richmond Kickers sponsorship event. These transactions represent the only items exceeding \$5,000 during the quarter and were consistent with planned activities and special projects.

#### **Resolution — Signatory Authority — Amendment to Lease for Henrico Sports and Events Center**

Mr. Bickmeier introduced a resolution authorizing execution of an amendment to the original Sports & Events Center lease by which additional property would be added to the lease to provide additional

parking for events at the Sports and Events Center. He stated additional parking was needed for event parking and referenced December 20 – 21, 2025, which was a sold out weekend event, as a prime example. There is a parking meeting scheduled for December 19, 2025, to discuss parking options. This amendment formally brings in existing County-owned parking lots under the Henrico Sports & Events Center lease agreement. The gravel lot will be paved by the end of May and will add 130 spots. Once the hotel construction is complete, a shared parking agreement will provide 200 mutual parking spaces between the hotel and HSEA.

Mr. Yob asked if there were any questions. Hearing none, on a motion made by Mr. Miller, seconded by Mr. Farrell, the motion passed and the resolution was approved, with Mses. Kostyniuk, Pando, and Williams, and Messrs. Farrell, Miller, 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**

The committee did not meet since the last Board meeting.

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### **HSEA Team Monthly Report**

Mr. Bickmeier offered the SEA Team monthly report to the Board. He informed the Board that Ryan Lloyd, HSEA intern, was working on a project for HSEA during his December break.

Mr. Bickmeier reviewed the November events and tournaments highlighting a new gymnastics event, Virginia International Gymnastics, and noted that one of the two gymnastic tournaments resulted in floor damage due to water weights, which will no longer be permitted. The event promoter covered the repairs which will be completed after the painting.

November’s nonsporting events included four County events. The economic impact for November 2025 was \$8.2 million compared to \$7.6 million for November 2024. The final 2025 figure is still pending as there are two groups that need to provide their participation numbers. Significant food and concessions figures were reported for the New Breed Ju jitsu State Championships and American Cornhole League events.

October's hotel occupancy report put Henrico at 69.4% with an average daily rate of \$113.26, an increase of 3.8%. The RevPAR was \$78.58, an increase of 3.9%. The overall occupancy in the region for October was flat at 67.4% and ADR was up 2.2% to \$117.82 while Richmond and Hanover reported a downward turn.

HSEA hosted the return of the Battle of the Badges basketball event between Henrico Fire and Police. Henrico Fire took the trophy home for a second year. On the same night, the Holiday Cheer and Gear held another good equipment donation drive event in conjunction with the Salvation Army where five bins were filled to overflowing. These donations will be given to local youth who are interested in playing sports.

A recently held December event, the Reindeer Rumble, had 203 registered teams with 136 coming in from out of town. The step count was over 17,000 for two days. It is a high school event with good concessions of just under \$100,000. The Big Shots basketball event was cancelled due to weather. The upcoming 4 Tha Culture basketball event will bring six Division I collegiate teams, University of Georgia, Penn State University, Coppin State, Alabama A&M, Virginia Commonwealth University, and the University of Richmond. They will play on the showcase court, with ESPN+ television coverage. The Richmond City Spiders hosted a youth football tournament. The Friday games were cancelled due to weather yet still had the best year yet with 70 teams. James River Rugby held an event with 38 teams. The next big event, Dave and Buster Volley by the James does well with concessions sales. It is a regional event that uses the Center in addition to 20 courts at the Convention Center.

For November, the Marketing team pushed out 72 posts, gained 63 new followers, and had 30,470 page and profile impressions. The Marketing team created graphics for events such as the Battle of the Badges, Cheer & Gear, 4 Tha Culture, and the Virginia Sports Hall of Fame. The team also submitted two award nominations, the RVA Impact Event of the Year and the Athlete of the Year. There is a continual focus on March's A10 Women's Basketball Championship which currently includes working with the Deep Run Marketing classes on the 2026 A10 Championship week marketing project.

The Business Development team continued meeting with prospects and event planning. The team met with Henrico's athletic directors and attended the NOVA expansion ribbon cutting to unveil the new 1,200 seating section. This expansion allows NOVA to secure bigger events. NOVA has already secured new events due to the expanded size of the aquatic center. Mr. McCormack and RRT representatives attended the USA Softball convention while Ms. Hazzard and Ms. Miller attended the VA-1 Governor's Tourism Summit. The Business Development team submitted bids for an archery RFP and the NCAA Symposium. Discussions are being held to bid on the Round Net Championship, an October 2026 event, with a proposal to hold the event at Glover Park and the full North American Championship collegiate event in 2026.

The County Manager toured Glover Park. The expansion will open in phases beginning with the park in early spring 2026.

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#### **Old Business**

None.

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### **New Business**

Mr. Murphy introduced a proposed policy governing non-invitee use of the Center's grounds. He stated that the SEA previously adopted rules governing usage and enforcement at the Center. The proposed policy updates those rules and designates certain areas for non-invitees who are on site for purposes other than events being held at the Center. Designating certain areas for such use will ensure orderly flow of pedestrian and vehicular traffic and prevent interference with Center business.

Mr. Yob asked if there were any questions. Hearing none, on a motion made by Mr. Farrell, seconded by Mr. Parnell, the motion passed and the resolution was approved, with Mses. Kostyniuk, Pando, and Williams, and Messrs. Farrell, Miller, Parnell, and Yob, all voting "aye".

Mr. Yeager then review the recent press release announcement for the 2026 Virginia Sports Hall of Fame induction class. This year's induction class announcement was streamlined live and included the distinguished award which reflects lifelong sports in Virginia. Bobby Ukrop was announced as the recipient. The Division III Men's Classic Basketball tournament was announced. It is open to past national champion schools. Participating schools are Randolph Macon College, Christopher Newport University, Babson College, and Scranton College. Discussions with ESPN+ are being held. This is a Henrico owned and operated event.

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### **Closed Session**

Mr. Yob moved that the Board go into closed session pursuant to Virginia Code Section 2.2-3711(A)(8), for consultation with SEA counsel regarding specific legal matters related to the audit for the fiscal year ended June 30, 2025, and requiring the provision of legal advice by SEA counsel.

Mr. Farrell seconded the motion, and with Mses. Kostyniuk, Pando, and Williams, and Messrs. Farrell, Miller, Parnell, and Yob all voting "aye", the Board entered closed session.

When the closed session discussion was completed, Mr. Yob moved that the Board exit the closed session and return to open session. Mr. Parnell seconded the motion, and with Mses. Kostyniuk, Pando, and Williams and Messrs. Farrell, Miller, Parnell, and Yob all voting "aye", the Board returned to open session. Then, after returning to open session, Mr. Yob read the following Certificate of Closed Meeting into the record:

WHEREAS, the Sports and Entertainment Authority of Henrico County, Virginia, has convened a closed meeting on this date pursuant to an affirmative recorded vote and in accordance with the provisions of the Virginia Freedom of Information Act; and

WHEREAS, Section 2.2-3712 of the Code of Virginia requires a certification by this Board that such closed meeting was conducted in conformity with Virginia law.

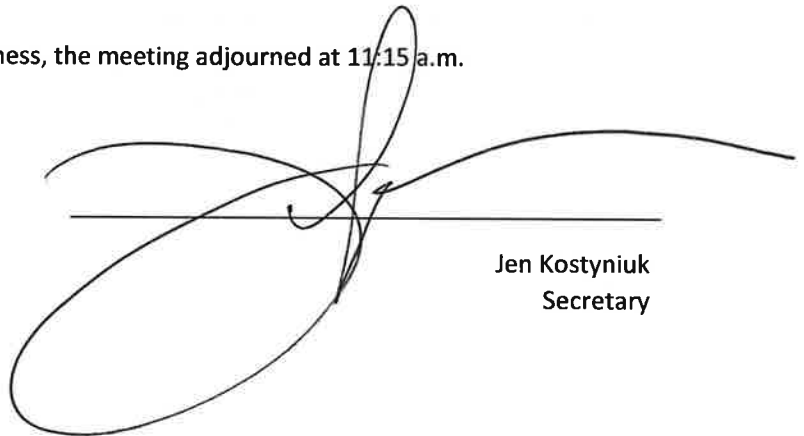
NOW, THEREFORE, BE IT RESOLVED that the Board certifies that, to the best of each member's knowledge, (i) only public business matters lawfully exempted from open meeting requirements by Virginia law were discussed in the closed meeting to which this certification resolution applies, and (ii) only such public business matters as were identified in the motion convening the closed meeting were heard, discussed, or considered by the Board.

Mr. Miller moved that the Board certify the closed meeting in accordance with the Certificate of Closed Meeting. Mr. Farrell seconded the motion, and with Mes. Kostyniuk, Pando, and Williams, and Messrs. Farrell, Miller, Parnell, and Yob all voting "aye," the Board certified the closed meeting.

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Adjourn

There being no further business, the meeting adjourned at 11:15 a.m.

A large, stylized handwritten signature in black ink, featuring a prominent loop and a horizontal line extending to the right.

Jen Kostyniuk  
Secretary