



**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, April 19, 2023, 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  
Marielle McFarland, Secretary  
J. Oscar Knott  
Sheila Minor, Treasurer  
Yvette George

**DIRECTORS ABSENT**

Vaughan Crawley

**OTHERS PRESENT**

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

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Mr. Yob called the meeting to order at 10:00 a.m.

Mr. Yob announced that Mr. Bickmeier celebrated his one-year anniversary with SEA on April 18.

Mr. Yob congratulated Mr. Murphy on his recent Boston Marathon participation.

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## Approval of the March 15, 2023, Minutes

Mr. Yob asked if there were any corrections or additions to the minutes. Hearing none, with a motion by Ms. Minor seconded by Ms. George, the motion passed with Mses. McFarland, Minor and George and Messrs. Knott, and Yob voting "aye".

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## Committee Reports

### Marketing

Mr. Yob reported that due to Kayla Coleman's recent resignation, the Marketing Committee is down one member. He stated that Dave Letourneau has been asked to join the committee as an ad hoc member. During the March meeting, the committee discussed the Sports & Events Center logo, the grand opening, publicity of GreenCity, and sports events announcements. During the meeting, Mr. Shepperd discussed hosting possible podcasts with the potential of having links on the SEA website. Research will be conducted.

Mr. Yob noted that he appreciated being continually informed of all committee meetings but unfortunately, he has been unable to attend due to meeting conflicts.

### Facilities / Events

Ms. McFarland reported that the Facilities / Events committee is down one member since the recent resignation of Kayla Coleman, previously the committee chair. Ms. McFarland inquired about adding another Board member to the committee. Mr. Knott volunteered to become a member. With the unanimous approval of the Board, Mr. Yob appointed Mr. Knott to the committee. Ms. McFarland stated that some Henrico County departments have asked for complimentary rentals for department events. She requested an announcement be made at the April 25 pre-board meeting that the Sports & Events Center is a revenue generating facility with the exception of the County's high school graduation ceremonies beginning in June 2024. She noted that SEA can offer a discounted rate for Henrico County departments. Mr. Bickmeier affirmed that it would be beneficial to inform County Departments about the discounted rate. Ms. McFarland said that most department events can be held at other County facilities or spaces. Ms. McFarland stated the need for an internal rental policy and procedures for SEA ensuring rental fee consistency. Mr. Bickmeier noted that Henrico Education Foundation is interested in renting the Sports & Events Center as a County affiliated group. Mr. Yob suggested discussing rental rates on a case-by-case basis. Mr. Bickmeier agreed and noted that the concern is the assurance of covering janitorial services and event setup and take down staff costs. Mr. Yob asked about local conferences using the space. Mr. Bickmeier confirmed that the arena side of the building is perfect for local conferences. Ms. McFarland said SEA's new business prospects are gymnastics, futsal, cornhole, and Jui Jitsu. SEA's Diversity Equity Inclusion use for the building and the DEI group should be included in the future business manual. The committee suggested this as a project for the R&P accountant.

### Strategic Planning

Mr. Knott reported the Finance committee will meet once the SEA staff has had a chance to review The Collective Best's Phase II information. Mr. Bickmeier noted that The Collective Best submitted content

with a series of questions to which the SEA team needs to provide responses. SEA will make the first pass at responses and then will schedule the Strategic Planning Committee meeting.

#### Finance

Ms. McFarland reported that Matt Chafin, Deputy Director of Finance, shared pro-forma information and the committee reviewed the internal Rack Rates and Comp Fees document. The rates were developed by Ms. Hazzard, Mr. McCormack and Mr. Chafin. Ms. Hazzard stated that the rates were set after reviewing area market facilities data. Ms. McFarland noted that SEA should consider increasing the arena side pricing in comparison to other facilities. Ms. McFarland said the committee discussed the 5-year pro forma which looks good and shows SEA in the black in year number 3 once the management fee with assumptions is considered in the proforma. Ms. McFarland noted that SEA is reviewing the Operator RFP which will allow for a better understanding of the proforma figures. Ms. Minor asked if SEA had received the insurance information from Risk Management. Ms. Frame confirmed the information and a quote for the building coverage had not been received yet. Ms. Minor will follow up with Risk Management regarding the status of the Sports & Events Center insurance policy.

Ms. McFarland said that SEA is ready to begin collecting event deposits and needs to confirm the bank account is ready to receive payments. Ms. Minor said SEA is ready to receive and record. Ms. Minor will confirm the treasury is aware to ensure correct routing.

Ms. McFarland stated that the monthly and annual expenses for the former St. Gertrude's facility were discussed. The expenses for the remainder of FY22/23 and for FY23/24 will be paid by SEA and Recreation & Parks.

Ms. McFarland announced the hiring of an accountant who will start May 8, 2023. The accountant will be trained by Recreation & Parks with a transition to SEA in late summer.

Ms. Frame will schedule a staff accountant meeting with Mr. Yob, Mr. Bickmeier and Ms. McFarland.

July 11 is the next Finance Committee meeting.

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#### **Executive Director's Monthly Update**

Mr. Bickmeier offered his monthly report to the Board. The report has been included as an addendum at the end of the minutes.

Mr. Bickmeier noted that he and Ms. Miller review a hotel report that includes hotel capacity numbers. He noted that hotel occupancy for the girls' Jefferson Cup is higher than for the boys' tournament. The NASCAR weekend makes the hotel occupancy even higher, and the report showed both weekends over 90% capacity. Mr. Knott asked how hotel occupancy will be affected next year with the Sports & Events Center. Mr. Bickmeier answered that March will be a tight month with all the events taking place in the region. Seven to eight hotel room blocks are being held as part of an outstanding RFP. In addition to the percentages, the rates have increased year over year. Mr. Knott asked about the status of the two hotels planning to be built at the Sports & Events Center. Mr. Bickmeier responded that the hotels are

scheduled to break ground in September or October. Construction is expected to be completed in one year.

Mr. Yob asked if SEA gets feedback from visitors regarding event incidents. Mr. Bickmeier responded that he would look into the Strikers feedback from the most recent event.

Mr. Bickmeier stated that this is year two of the CIAA championship with community outreach. CIAA has been paired with PAL.

Mr. Bickmeier announced the Sports & Events Center basketball goals are installed, scoreboards are up, and the Jumbo Tron is poised to be placed. He gave kudos to County IT which has been managing the IT project and doing an amazing job with broadcast development. He noted the Operator RFP closed on March 24. SEA and the Purchasing Department are preparing for the evaluation period.

Ms. Hazzard provided a business development update. She said that with last month's Board approval, contracts have been sent to promoters for reservations at the Sports & Events Center. At the current time, the Sports & Events Center has 45 weekends on hold for 2024. The contracts will have a non-refundable deposit requirement. There are 20 events on the calendar for the 2023 weekends. Basketball, volleyball, followed by 804 Coaches for Change events are scheduled in December 2023. More event announcements are expected once contracts are received. Mr. Bickmeier noted that there are a few groups that are eager to announce they have booked the Sports & Events Center.

Mr. Bickmeier stated that the SEA staff are at the Sports & Event Center site almost every day.

Mr. Yob announced the Cap2Cap trail ride is upcoming. The Virginia Capital Trail Foundation uses the bike ride as a nonprofit fundraiser. Ms. Hazzard will discuss a potential bike ride with Kat Anthony.

A cycling group that recently completed an event in Miami reached out to Mr. Bickmeier. Mr. Yob stated Henrico County has a 50-mile trail with a new restroom facility being built that could be suitable for an extended riding event.

Mr. Bickmeier said that Venue Operations Manager interviews took place this week.

He said that SEA is engaged in high volume events and working with Recreation & Parks on execution. The SEA staff's meeting schedule is high and demanding so the team seeks ways to divide and conquer meetings.

He noted that it is a necessity that SEA continues to collaborate with other departments.

Mr. Yob asked if the Highland Games are scheduled for the first weekend in November. Mr. Bickmeier stated that there are ongoing event discussions. Ms. McFarland noted there is a change in the County's alcohol policy at parks and other recreational facilities under discussion.

Mr. Bickmeier stated that SEA is engaging with local businesses around the Sports and Events Center. Ms. Hazzard is focusing on hotels and Ms. Miller's focus is restaurants. SEA wants the owners to know SEA desires to be good business partners. Ms. Hazzard responded that the hotels are excited about

having the opportunity to fill the downtime and that they are glad to have a point of contact. There is discussion about a potential town hall promoting an introduction of SEA and to present what is planned for the Center. SEA wants the local businesses to know they are supported and they are ambassadors and they will be interacting with the Center's visitors.

Mr. Miller reported that the website will have a soft launch on May 1. It is important to have the website launched just prior to the RVA Chamber InterCity trip to Kansas City, Kansas and the Sports ETA Symposium where it will be potentially accessed by thousands in attendance at both events. IT has assisted SEA in building the website. Ms. Miller noted that the website will have many elements featuring a calendar of events and a designated page for the Sports & Events Center and its events.

Ms. Miller noted that customer feedback is extremely important, and that SEA is working on obtaining customer feedback by retrieving event organizers' surveys and connecting with 288 Group and Richmond Region Tourism to get hotel booking feedback. Post-event surveys could be an initiative for the Marketing Committee. Mr. Bickmeier stated that customer feedback is the SEA report card.

The National Wheelchair Basketball Association's announcement is the outcome of a joint effort by Sportable, Richmond Region Tourism and SEA where each organization brings its specific knowledge into the bid. NWBA is the template on collaborative bid submission work.

SEA submitted the A-10 Women's RFP bid in conjunction with Richmond Region Tourism. The A-10 is asking questions which seems to imply SEA is competitive in the bidding with other bidders. SEA remains confident and will wait for a decision, which is expected during the week of April 24.

On Monday, April 23, the Virginia Beach Sports Hall of Fame will announce that it will display the first regional exhibit to highlight exceptional athletes across the Commonwealth at the Sports & Events Center.

Mr. Bickmeier stated that the newly acquired St. Gertrude fields have commenced play and that maintaining the property has been a transition.

He noted that discussion regarding the Glover Park RFI remain ongoing.

Mr. Bickmeier announced SEA has planned a baseball equipment drive during the Memorial Day tournament. The equipment drive is part of the SEA strategy to help Henrico youth and their families obtain youth baseball equipment. SEA would like to inform County employees through a General Services email. He inquired about the proper steps to take to get the approval for collection boxes to be placed in the lobby of both government centers. Mr. Bickmeier will discuss the approval with Deputy County Manager Monica Smith-Callahan.

Mr. Bickmeier shared the recent Performance Pickleball RVA announcement which is part of the revitalization of Regency in Tuckahoe District of Henrico County. It will have 12 dedicated indoor courts built on the opposite side of Macy's where NOVA is located. He said that SEA's role was to connect the investors and co-founders and assist with onsite walkthroughs.

Mr. Yob announced Dominion Energy Classic received the President's Award which is one of the highest awards. The tournament previously twice received the Players' Award. Mr. Bickmeier said that SEA and Recreation & Parks are working with the tournament on parking. Ms. Miller noted that the tournament offers events throughout the week including a Women's Day and Historic Black College student's tournament concluding with tournament play October 20 – 22, 2023. She also noted that DECC is a series of events. Mr. Bickmeier said DECC asked SEA to brainstorm Saturday ideas and marketing events. SEA has provided ideas.

Mr. Knott inquired about the number and selection of restaurants surrounding the Sports & Events Center. He asked if there has been discussion for bringing in food trucks to provide additional food resources during events. Mr. Bickmeier said that food trucks will need to be addressed by the Food & Beverage provider and that they would need to make food trucks part of their business model. Mr. Knott stated his concern about timely food service at a local restaurant.

Ms. Miller stated that two hotels and two restaurants plan to build on the site. Mr. Bickmeier said there are other restaurants interested in coming to the area and that the Economic Development Authority is prospecting restaurants.

Mr. Knott asked if Regal Cinemas had been included in the area's future discussions. It was stated that Rebkee has been in discussion with them.

Mr. Yob stated that Portland has a food truck area permanently set for food trucks and provides permanent electric hookups. Mr. Knott asked if we could enhance the food opportunities. Mr. Bickmeier responded that food opportunities would need to be discussed with the building Operator.

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### **Old Business**

Mr. Yob noted that the SEA Board of Directors has a vacancy. He informed the Board that the County Manager is reviewing a recommendation.

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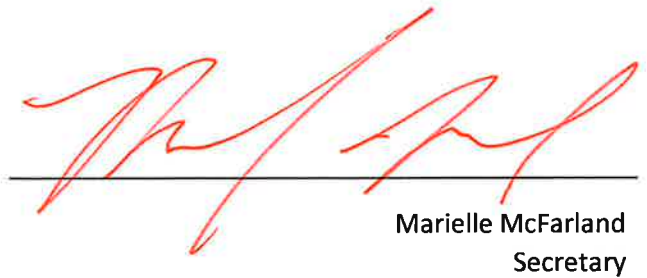
### **New Business**

Ms. McFarland asked for the Board to appoint a new Vice Chair since Ms. Kayla Coleman's resignation in March. She nominated Mr. Crawley, Mr. Knott seconded. Mr. Yob asked for discussion and questions. Hearing none, Ms. McFarland moved to approve the nomination, Mr. Knott seconded the motion, and the motion passed with Mses. McFarland, Minor, and George and Messrs. Knott, and Yob voting "aye".

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### **Adjourn**

There being no further business, the meeting adjourned at 10:57 a.m.



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Marielle McFarland  
Secretary

