



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 3:00 p.m. on Wednesday, January 17, 2024, 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
Vaughan Crawley, Vice Chair
Sheila S. Minor, Treasurer
Steven J. Yob, Chair
Yvette D. George

DIRECTORS ABSENT

J. Oscar Knott

DIRECTORS PARTICIPATING ELECTRONICALLY

OTHERS PRESENT

Dennis Bickmeier, HSEA Executive Director
Michael McCormack, HSEA Staff
Jacque Frame, HSEA Staff
Heather Grubb, HSEA Staff
Sandra Fuentes, R&P Staff
Ryan Murphy, Deputy County Attorney

Mr. Yob called the meeting to order at 3:00 p.m.

Election of Officers

Mr. Yob opened the floor for the nomination of officers. Ms. Minor moved to nominate the outgoing officers for re-election to their offices, which was seconded by Ms. George. The nominating motion passed with Mses. George, McFarland, and Minor and Messrs. Crawley and Yob 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, Vaughan Crawley for Vice Chair, Sheila Minor for Treasurer, and Marielle McFarland for Secretary. Steve Yob was elected Chair, with Mses. George, McFarland, and Minor and Messr. Crawley voting "aye". Mr. Yob abstained. Vaughan Crawley was elected Vice Chair, with Mses. George, McFarland, and Minor and Messr. Yob voting "aye". Mr. Crawley abstained. Sheila Minor was elected Treasurer, with Mses. George and McFarland and Messrs. Crawley and Yob voting "aye". Ms. Minor abstained. Marielle McFarland was elected Secretary, with Mses. George and Minor and Messrs. Crawley and Yob voting "aye". Ms. McFarland abstained.

Approval of the December 20, 2023, Minutes

Mr. Yob asked if there were any corrections or additions to the minutes of the December 20, 2023, meeting. Hearing none, with a motion by Ms. George, seconded by Ms. McFarland, the motion passed, and the minutes were approved with Mses. McFarland, George, and Minor and Messrs. Crawley and Yob all voting "aye".

Resolution – Sponsorship Agreement – OrthoVirginia

Mr. Murphy introduced the resolution authorizing the Executive Director to sign a sponsorship agreement with OrthoVirginia, Inc. This is an exclusive four-year sponsorship agreement requiring Board approval.

Mr. Yob asked if there were any questions. Hearing none, with a motion by Ms. Minor, seconded by Ms. George, the motion passed with Mses. McFarland, George, and Minor and Messrs. Crawley and Yob all voting "aye".

Resolution – Award of Contract – Bookkeeping for SEA

Mr. Murphy introduced the resolution awarding a contract for the Authority's Bookkeeping services to Harris, Hardy & Johnstone, P.C. The services will begin July 1, 2024.

Staff, in coordination with the County's Purchasing Division, issued an informal Request for Proposal on November 16, 2023. Harris, Hardy & Johnstone, P.C. submitted a proposal for a monthly price of \$3,450 for the requested services. The proposed contract is for an initial term beginning on July 1, 2024, and ending on June 30, 2025. The contract may be renewed for up to four additional one-year periods. However, the total spend under the contract may not exceed \$200,000. The resolution authorizes the

Executive Director to execute the contract on behalf of the Authority. Staff recommends approval of the resolution.

Mr. Yob asked if there were any questions. Ms. Minor read the following disclosure into the record of the meeting: "I wish to disclose that my brother-in-law is a partner with Harris, Hardy & Johnstone, P.C., the offeror of the proposal under consideration by the Board of Directors. The County Attorney's Office has advised me that I do not have a conflict of interest that prevents me from participating or voting on this matter. Nonetheless, I would like the record to reflect that I have neither participated in any aspect of this procurement nor voted on this transaction."

Hearing no further comments or questions, with a motion by Ms. McFarland, seconded by Mr. Crawley, the motion passed with Mses. George and McFarland and Messrs. Yob and Crawley all voting "aye". Ms. Minor abstained.

Credit Card Policy

Mr. Bickmeier introduced the proposed Credit Card Policy for the Board of Directors' consideration. He stated that the HSEA staff developed the policy with input from the Finance Committee and the County Attorney's Office.

Mr. Yob asked if there were any questions. Hearing none, with a motion by Mr. Crawley, seconded by Ms. George, the motion passed with Mses. George, Minor, and McFarland and Messr. Yob all voting "aye". Mr. Crawley abstained.

Investment Policy

Mr. Bickmeier introduced the proposed Investment Policy for the Board of Directors' consideration. He stated that the HSEA staff has developed the policy with input from the Finance Committee and the County Attorney's Office.

Mr. Yob asked if there were any questions. Hearing none, with a motion by Ms. George, seconded by Ms. McFarland, the motion passed with Mses. George, Minor, and McFarland and Messr. Yob all voting "aye". Mr. Crawley abstained.

Review of Proposed Board of Directors Handbook and Amended and Restated Bylaws

Mr. Bickmeier introduced the proposed Board of Directors Handbook for the Board's consideration. He stated that the HSEA staff developed the handbook with input from the County Attorney's Office. He stated that formal approval is not required for the Board of Directors Handbook. This is an administrative document to provide guidance and required information to future incoming Board members. Mr. Yob noted that the Board has periodically reviewed the handbook. He asked the Board to review the current draft of the handbook and provide feedback prior to the February 21, 2024, meeting.

Mr. Bickmeier noted that the Finance Committee has recommended adding an additional Investment Policy responsibility to the Committee's purpose as stated on the revised Purpose & Responsibilities document distributed at the meeting.

Mr. Murphy briefly introduced the proposed changes to the existing bylaws. He noted that the proposed amended and restated bylaws would ultimately be for the incoming board to review and approve. He asked the current Board to provide suggestions and edits prior to the February 21, 2024, meeting.

Ms. McFarland requested adding Henrico Recreation and Parks to the Partnership list on page 9 of the handbook.

Committee Reports

Marketing

No report. Mr. Yob reported that the next meeting is scheduled for January 18, 2024.

Facilities / Events

Ms. McFarland reported on the January 9, 2024, committee meeting. She provided a recap of December and January events held at the Sports and Events Center: American Cornhole League, River City Volleyball Academy, Futsal RVA, 804 Coaches for Change, James River Rugby Tournament and Youth Football Tournament (Holiday Bowl). She noted that Marquee Hoops had 170 teams, Richmond Volleyball Club hosted a tournament with 192 teams, and Mid-Atlantic Futsal had 160 teams.

The Sports and Events Center received its full occupancy certificate and will have a punch list walk through January 18, 2024.

The County's invitation to bid for Glover Park received three bids that did not include the stadium. The construction bid will be awarded January 23, 2024.

The Board of Supervisors approved the creation of the GreenCity II Community Development Authority at a special meeting on December 14, 2023.

Strategic Planning

Due to Mr. Knott's absence, the January 16, 2024, Strategic Planning meeting was rescheduled to January 23, 2023. The Authority's staff has a Strategic Planning brainstorming session scheduled for January 19, 2023.

Finance

Mr. Crawley reported on the January 11, 2024, committee meeting. He noted that the majority of the meeting focused on the review of the Finance Committee's Purpose and the Investment and Credit Card policies. The Committee discussed upcoming iRFP's that are necessary for the Authority's transition. The appropriation report was reviewed. Ms. Minor informed the Board that the Authority will need an investment firm similar to the Economic Development Authority's investment firm which is Truist. The transition of the Authority's Human Resource benefits is being managed with the assistance of the

Authority's staff, Lauren Taylor, and Matt Chafin. Virginia Retirement System is assisting with retirement benefits.

Executive Director's Monthly Update

Mr. Bickmeier offered his monthly report to the Board.

January 13 – 14 was the biggest weekend for the Sports & Events Center so far with approximately 2,000 guests per day attending the River City Volleyball tournament. This event maximized the parking capacity with only approximately 25 spaces unused. The lot was particularly stressed during the morning to afternoon session changeover. A large Futsal tournament is scheduled for January 20 – 21, 2024.

The Sports & Events Center's January schedule is full on the weekends and has an active weekday 5pm – 10pm schedule.

Mr. Bickmeier noted the Sports & Events Center has less than 1000 parking spaces on its property. There is some satellite space available. Rebkee agreed that the Sports & Events Center would have additional parking available for use.

With Recreation and Parks' collaboration, a successful basketball camp was held on January 5, 2024. It was sold out with 72 registered youth and a few walk-ins. Future out-of-school and summer dates are being considered for camps.

ASM Global has been financially and operationally set up. The ASM and Authority teams are looking for opportunities to combine both teams' expertise and coordinate. The website and concession set up are in progress. The Sports & Events Center is hosting large meetings for the A-10 Conference, the National Wheelchair Basketball Association, and the Henrico County High School Graduations.

December 2023 had six events with two outdoor events. Youth football and a rugby tournament was booked through Recreation and Parks but is considered new to sports tourism. These outdoor events, plus the four indoor events, two of which were local team events, provide an increased economic impact for December year over year. Henrico County did not have any Sports Tourism events in 2022. The four events in December 2023 are estimated to bring in \$2 million of sports tourism economic impact. Michael McCormack will report on the 2024 outdoor calendar during the February 17, 2024, Board meeting.

February's indoor calendar includes the Special Olympics and Coaches for a Cure basketball events. Outdoor events return in February and March. The February outdoor tournaments will be played on synthetic turf while real turf play begins in March.

The Sports & Events calendar is on the Henricosea.com website.

The NCAA bids are being finalized. The Authority will bid on six events.

The Sports & Entertainment Authority is collaborating with the Economic Development Authority to create a plan for the future development of the St. Gertrude's complex. Discussion for the NOVA Aquatics Center expansion is ongoing.

Ms. Miller continues to establish the marketing initiative with the Showtime All the Time podcast. The Business Development team continues bringing in new business through prospect meetings and sponsorships. The Authority is researching ways to track event attendance.

Mr. Bickmeier offered his gratitude to General Services and a local contractor for resolving a plumbing issue during the River City Volleyball tournament. General Services will return to assess the situation in hopes that it doesn't reoccur.

The sold-out Richmond Road Runners Frostbite 15k was moved to Lewis Ginter.

Old Business

None.

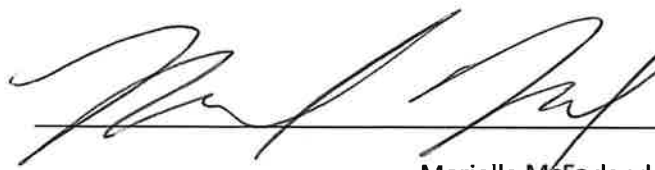
New Business

The March 20, 2023, Board meeting was moved to 6:00pm allowing the incoming Community-based Board the opportunity to be present. Dinner will be served at 5:30pm. Ms. Frame will post notices for the new meeting time.

Ms. McFarland asked if there is any potential for the Sports & Entertainment Authority to be involved with the Varina on the James site. Mr. Bickmeier stated that there may be an opportunity to highlight the site as a tourist attraction due to its historical aspect. Mr. Yob suggested considering an ad hoc committee comprised of a collection of groups, including the Historic Preservation Advisory Committee, to research visitor experiences in Varina. This topic will be added to the Strategic Planning Committee discussions.

Adjourn

There being no further business, the meeting adjourned at 3:47 p.m.



Marielle McFarland
Secretary