



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, January 21, 2026, 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 (joined the meeting at 10:25 a.m. during the HSEC 1st Quarter Financial Review)

Jen Kostyniuk, Secretary

Shareema Williams, Treasurer

Todd 'Parney' Parnell

Paula Pando

DIRECTORS ABSENT

DIRECTORS PARTICIPATING ELECTRONICALLY

Perry Miller

OTHERS PRESENT

Dennis Bickmeier, HSEA Executive Director

Megan Hazzard, HSEA Staff

Jacque Frame, HSEA Staff

Tom Yeager, HSEA Staff

Heather Grubb, 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

Michelle Prentice, HSEA Staff

Tori Powell, HSEA Intern

Mr. Yob called the meeting to order at 10:02 a.m.

Readoption of Electronic Participation Policy

Mr. Yob asked if there were any objections to moving Agenda Item 4, Readoption of Electronic Participation Policy, to the first item on the agenda in order to approve a Board member's remote participation. With the unanimous consent of the members physically present, the Board took up the readoption of the electronic participation policy first.

Mr. Bickmeier informed the Board that the Freedom of Information Act requires the Board to readopt the policy annually. Mr. Yob asked for discussion or questions. Hearing none and with a motion by Ms. Williams, seconded by Mr. Parnell, the motion passed, and the policy was approved with Mses. Kostyniuk, Pando, and Williams, and Messrs. Parnell, and Yob all voting "aye".

Approval of Electronic Participation

Mr. Yob informed the Board that Mr. Miller was unable to physically attend the meeting in person due to business travel. He stated that Mr. Miller had requested to participate remotely from his office in Henrico, Virginia. Mr. Yob stated that the Board had arranged for Mr. Miller 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 Mr. Miller's remote participation in the meeting. With a second by Ms. Pando, the motion passed, and Mr. Miller's remote participation in the meeting was approved, with Mses. Kostyniuk, Pando, Williams, and Messrs. Parnell, and Yob all voting "aye".

Mr. Bickmeier introduced Ms. Tori Powell, a Randolph Macon College student who is interning with HSEA during January. Mr. Bickmeier introduced Ms. Cari Tretina as the new Executive Director of the Economic Development Authority. Ms. Tretina has been employed with Henrico County for the past 15 years, including her most recent role of Chief of Staff. HSEA has worked with EDA on many projects such as Best Products Reimagined, The Crossings, and the PGA Korn Ferry Tournament. HSEA will continue to work with EDA under Ms. Tretina's leadership on future projects. Ms. Tretina thanked the HSEA Board of Directors and stated that her priorities with EDA are relationships, real estate, and resources.

Election of Officers

Mr. Yob opened the floor for the nomination of officers. Mr. Parnell moved to nominate the outgoing officers for re-election to their offices, which was seconded by Ms. Williams. The motion passed with Mses. Kostyniuk, Pando, and Williams, and Messrs. Miller, Parnell, and Yob all 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, Peter Farrell for Vice Chair, Shareema Williams for Treasurer, and Jen Kostyniuk for Secretary. Steve Yob was elected Chair, with Mses. Kostyniuk, Pando, and Williams, and Messrs. Miller and Parnell voting "aye". Mr. Yob abstained. Mr. Farrell was elected

Vice Chair, with Mses. Kostyniuk, Pando, and Williams and Messrs. Miller, Parnell and Yob voting “aye”. Ms. Williams was elected Treasurer, with Mses. Kostyniuk and Pando, and Messrs. Miller, Parnell, and Yob voting “aye”. Ms. Williams abstained. Ms. Kostyniuk was elected Secretary, with Mses. Pando and Williams, and Messrs. Miller, Parnell, and Yob voting “aye”. Ms. Kostyniuk abstained.

Approval of the December 17, 2025, Minutes

Mr. Yob asked if there were any corrections or additions to the minutes of the December 17, 2025, meeting. Hearing none, on a motion made by Ms. Williams, seconded by Mr. Parnell, the minutes were approved, with Mses. Kostyniuk, Pando, and Williams, and Messrs. Miller, Parnell, and Yob, all voting “aye”.

HSEC FY25/26 1st Quarter Financial Statement Review

Mr. Berryman reported on the HSEC FY25/26 1st Quarter Financials. He reported that during the period of July through September 2025, the Center’s three-week shutdown for annual maintenance was in September. He discussed the \$300,000 funding to assist with the projects’ costs. The Center underwent a deep cleaning, all exterior windows were washed, repainted the eight-court side walls, and equipment was inspected to ensure safety. He also reminded the Board that the front lobby desk and concessions soda machine had been relocated. Approved projects that were funded through the capital improvement appropriation included the purchase of a popcorn machine, kitchen equipment, DV Sport system, and Daktronics upgrades which will assist with NCAA games. New radios will be a future purchase, and bollards will be installed to assist with security. Mr. Berryman reviewed the Income Statement and noted that catering and rental for non-sporting events and meetings added revenue while sporting events could not be held during the court rescreening. The NXTPro Puma event also generated high catering revenue. Food and beverage reported above budget at \$43,000 versus budgeted \$11,000. September reported an adjusted gross income of \$51,000 over the budgeted \$32,000 and the year to date adjusted gross income is \$417,000 over the budgeted \$326,000. The operations management was able to minimize staffing which helped reduce expenses and assisted in keeping expenses down to \$162,747, resulting in an actual net loss of \$162,000 versus a budgeted loss of \$185,699. The year-to-date forecast remains favorable with an actual loss of \$252,228 versus the budgeted \$328,455.

The trend will stay under budget due to promoter events with an expectation of an uptick in revenue due to weekly rentals. The January 17 – 19, 2026 weekend event had nine points of sale resulting in \$127,000 concessions sales and a net of \$115,000. The west side concessions performed its best since Legends assumed management.

Mr. Parnell inquired about the insurance and operational supplies expenses to which Mr. Berryman commented the high expenses on the report were due to payment timing as well as a spike in utilities due to delayed billing.

Mr. Bickmeier noted that September continues to be the optimal time for venue shutdown and that there is a strategy behind the shutdown timing. September's floor rescreening works best with the rescreening company's timeline due to their contracts. It was also noted that guest flow and security have improved since the moving of the lobby desk.

Mr. Crowell noted that HSEC finances are performing well and are ahead of the game. Mr. Bickmeier noted after January's gymnastics event being the last open weekend, the weekend schedule is full until August.

Mr. Miller requested the full financial report be attached to the Board of Director's packet for all future packets.

Resolution – Sponsorship Agreement – Virginia Sports Hall of Fame Induction Weekends 2026 and 2027 and Museum Designation

Mr. Murphy introduced the Virginia Sports Hall of Fame Sponsorship agreement. He informed the Board that HSEA and the Virginia Sports Hall of Fame negotiated a sponsorship agreement whereby the Authority will be the "Presenting Sponsor" of the 2026 and 2027 Virginia Sports Hall of Fame Induction Ceremonies, which will be held in Henrico County, the Henrico Sports and Events Center will be designated as an "Official Museum" of the Virginia Sports Hall of Fame, and the Authority will pay to the Virginia Sports Hall of Fame a sponsorship fee of \$50,000 per year in each of 2026 and 2027. If adopted, the resolution before the Board approves the sponsorship agreement and authorizes the Executive Director to sign the agreement.

Mr. Yob asked if there were any questions. Hearing none, on a motion made by Mr. Parnell, 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".

It was noted that the event dates are April 24 - 25, 2026. The Board was asked to place a hold on their respective calendars. Ms. Miller will send event details for the Board's consideration to attend and noted that the event is being held at the Hilton Short Pump.

On behalf of the Virginia Sports Hall of Fame Board, Mr. Yeager thanked the HSEA Board for their sponsorship approval and stated that the museum will include sports memorabilia from the Hall of Fame's current office, thus providing an opportunity for the Sports and Events Center to become the center of the universe for the Virginia Sports Hall of Fame.

Committee Reports

Marketing & Guest Services

The committee did not meet since the last Board meeting.

Facilities / Events

Mr. Parnell reported on the January 6, 2026, Facilities and Events Committee meeting. He briefed the Board on the 4 Tha Culture Classic women's basketball tournament. He noted that the tournament is returning Thanksgiving week of 2026. The Cheer & Gear event had great publicity and community support. He recommended continuation of the community event. Concessions revenue increased due to the Center's booked events. There are events during the A10 event and highlighted the opportunity of corporate sponsorships. The Korn Ferry Tour needs to be a focal point of the PGA mainly because 20 individuals are coming to Richmond with the goal of landing on the big-league PGA tour. They will be achieving their dream here in Richmond, Virginia. As a Board member, he committed to spread the word throughout his networks and suggested the same of the full Board. This tournament needs to be promoted. Mr. Bickmeier stated that he has a kickoff meeting with the PGA tour and partners on January 22, 2026.

Strategic Planning

The committee did not meet since the last Board meeting.

Finance

The committee did not meet since the last Board meeting.

HSEA Team Monthly Report

Mr. Bickmeier offered the SEA Team monthly report to the Board. He said that HSEA and Legends teams are keeping an eye out on the inclement weather and its potential impact on Futsal championship. He discussed the March 4 – 8, 2026 A10 Women's Basketball Championship week. He shared that the championship games single tickets go on sale this morning, January 21, 2026, and that Ms. Miller was unable to attend the Board meeting so that she could manage the on-sale release. Ms. Hazzard reviewed A10 Championship week opportunities. She noted that the goal is to make the week become an annual event for community calendars. She reviewed the corporate partner offers which include session tickets, company name on the screen, and a PA read. Mr. Parnell suggested that the HSEA Board members share with other boards they serve on. Ms. Hazzard highlighted Thursday's Chamber on the Courts, partnered with Hanover, Chesterfield, and the Richmond Chamber. The Chamber event ticket includes tickets to Saturday's game. This is a fundraiser for the chambers. Wednesday is Community Appreciation Day where first responders receive two complimentary tickets to one of the two games scheduled for that day. The International Women's Day Brunch is a legacy impact with a community focus. Ortho VA, Henrico County, and Economic Development Authority are event sponsors. Thursday and Friday are Education Days for local school attendance with Friday's game attendance at 1,400. Mr. Parnell and Megan Angstadt are emcees. The 50th Anniversary Championship game airs at 4:00 p.m., Sunday, March 4, 2026, on ESPN 2.

Ms. Williams inquired if HSEA has or requires insurance coverage for event cancellations. It was noted that some promoters carry event insurance but that the Center does not require it. If the Center is closed for weather or other reasons, then the promoter gets a refund. If the promoter changes its event

schedule, the promoter bears the loss. The Finance Committee will address coverage during the next committee meeting.

Outdoor events such as James River Rugby with 38 teams, and the Rich City Spiders youth football encountered inclement weather but were able to play most games due to adding fields and had its best year. Indoor events included the RCVA Reindeer Rumble which had its biggest registration and concession sales. The 4 Tha Culture Holiday hoops brought Division I women's basketball programs such as University of Georgia, Penn State University, Coppin State, Alabama A&M, Virginia Commonwealth University, and the University of Richmond. This event is returning during Thanksgiving 2026 week. 804 Coaches for Change is a high school basketball tournament comprised of public & private school teams. The Henrico Fire Department defeated the Henrico Police Department for the second year at the Battle of the Badges. The game and the Cheer and Gear equipment donation drive had good publicity resulting in five bins of donations that benefit local youth. The nonsporting events held were for Henrico County, Virginia Sports Hall of Fame live announcement, Best Products Reimagined presentations, and other community groups. December's economic impact was \$4,100,000 compared to \$2,500,000 in 2025. The River City Volleyball event made an impact on the 2025 figure with an increase from 79 teams in 2024 to 203 in 2025. Growth of this nature should be mentioned on social media and included in the HSEA storing telling.

November's hotel occupancy was 63.8%, a decrease of 2% yet outpaced the region's 62.8%. the Average Daily Rate was \$112.22, an increase of 0.3% and the RevPAR was \$71.55, a decrease of 1.7%.

Social media pushed out 58 posts, gained 88 new followers, and had 3.7k website page views. Marketing managed the live streamed Hall of Fame Induction Class of 2026 announcement, and the DIII men's basketball championship tournament announcement. Richmond Region Tourism awarded a \$30,000 grant to support the DIII men's basketball championship. This unique championship tournament is a new event for the nation in that the teams must have won a championship. This type of tournament sets the stage for the work needed for the NCAA men's championship bids.

The Business Development team continues to plan and provide event recap meetings as well as resource new opportunities. HSEA won the bid for the USA Roundnet which will be played at Glover Park. They have met with all Henrico County Schools Athletic Directors. The HSEA team donated their time and collections to the Henrico Police Athletic Turkey Donation Drive, the Christmas Mother Campaign, and the Henrico County Humane Society Santa Paws. Mr. Bickmeier attended the PGA Korn Ferry Tour meetings in Florida. HSEA is actively supporting the \$5 million sports tourism state fund. The sports tourism fund was passed in 2025, but it was never funded. Proposed legislation making its way through the General Assembly will allow HSEA to make grants.

Old Business

None.

New Business

Mr. Murphy introduced a resolution requesting the conveyance of "Parcel 1" within Glover Park from the County to HSEA. He stated that Parcel 1 is nearly pad ready and will be the location of the second baseball fields site within Glover Park. He noted that the SEA plans to lease this site to PBR for the tournament play, which will allow cohesive management of the fields. The sites will have power and water for food trucks.

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

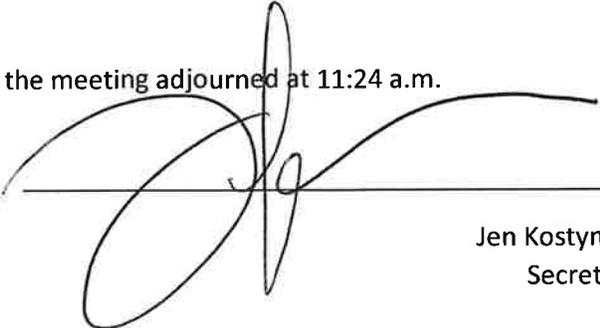
Mr. Farrell moved that the Board go into closed session pursuant to Va. Code § 2.2-3711(A)(3) and (A)(5) for a briefing of the Board members and discussion concerning the disposition of publicly held real property to businesses interested in developing the property, including discussion of investment in and potential uses of the subject property, financing strategy, and terms of disposition where no previous announcement has been made of the businesses' interest in developing the property and discussion in an open meeting would adversely affect the bargaining position or negotiating strategy of the Sports and Entertainment Authority. Mr. Parnell 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. Farrell moved that the Board exit the closed session and return to open session. Ms. Williams 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.

Mr. Farrell moved that the Board certify that, to the best of each member's knowledge, only public business matters lawfully exempted from open meeting requirement by Virginia law were discussed in the closed meeting and only such public business matters as were identified in the motion convening the closed meeting were heard, discussed, or considered by the Board and that the closed meeting was conducted in conformity with Virginia law. Mr. Parnell seconded the motion, and with Mses. Kostyniuk, Pando, and Williams, and Messrs. Farrell, Miller, Parnell, and Yob all voting "aye," the Board certified the closed meeting.

Adjourn

There being no further business, the meeting adjourned at 11:24 a.m.



Jen Kostyniuk
Secretary

