



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, February 21, 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
J. Oscar Knott

DIRECTORS ABSENT

DIRECTORS PARTICIPATING ELECTRONICALLY

OTHERS PRESENT

Dennis Bickmeier, HSEA Executive Director
Dawn Miller, HSEA Staff
Michael McCormack, HSEA Staff
Megan Hazzard, HSEA Staff
Jacque Frame, HSEA Staff
Heather Grubb, HSEA Staff
Ryan Murphy, Deputy County Attorney
Matt Chafin, Deputy Director of Finance

Mr. Yob called the meeting to order at 10:01 a.m.

Approval of the January 17, 2024, Minutes

Mr. Yob asked if there were any corrections or additions to the minutes of the January 17, 2024, meeting. Hearing none, with a motion by Mr. Crawley seconded by Ms. George, the motion passed and the minutes were approved with Mses. McFarland, George, and Minor and Messrs. Crawley, Knott, and Yob all voting "aye".

2024 Outdoor Calendar

Mr. Bickmeier stated it takes time and preparedness to start a new outdoor tournament season. He acknowledged the Recreation and Parks department for preparing the fields for outdoor tournament play. Tournaments are foundational for sports tourism. Mr. Bickmeier introduced Michael McCormack. Mr. McCormack provided a summary of the 2024 Outdoor Calendar which is attached as an addendum to the February 21, 2024, minutes. He noted that soccer travel league Adidas National Club opened the outdoor season the weekend of February 18 – 19, 2024. The tournament was held at River City Sports Complex with support from Henrico fields. Travelers reserved 1,400 hotel room nights with 800 in Henrico hotels. He stated that outdoor tournaments increase the economic impact numbers. Mr. McCormack highlighted two repeat soccer tournaments promoted by the Richmond Strikers, the Ultimate Cup which has 400 teams registered followed by the Jefferson Cup which also provides tournament play for local teams.

Ms. Minor inquired about the Glover Park expansion. Mr. McCormack responded that the expansion is still in the discussion stage.

Committee Reports

Marketing

Mr. Yob reported that the Marketing Committee had not met. He noted that Ms. Miller has been focused on the SEA marketing initiatives which includes the A-10 Women's Basketball Championship Tournament scheduled for March 6 – 10, 2024. Ms. Miller summarized her A-10 tournament marketing efforts. The tournament is being digitally advertised in 10 markets as well as social media ads. The tournament will be aired on ESPN radio with live reports. In collaboration with ASM, two static billboards are advertising the tournament. A Ralph Sampson public announcement is in progress in addition to public announcement reads at Virginia Commonwealth University basketball games. The SEA and ASM staff managed display tables at two Virginia Commonwealth University basketball games. Recreation and Parks 'park notes' included a notice about the tournament. Regional coffee shops have been supplied with A10 promotional items such as coffee cup wraps, stickers, and coasters. Mr. Bickmeier is scheduled to be on ESPN radio stations. The Board of Supervisors will present the A-10 Conference Commissioner Bernadette McGlade with a resolution declaring March 3-10, 2024, as A-10 Women's Basketball Championship Week. A-10 Women's Basketball Championship marketing ideas can be emailed to Ms. Miller.

Mr. Bickmeier asked the Board to recommend charitable nonprofit organization leads to Heather Grubb for the Community Appreciation Day. A ticket link will be emailed to each nonprofit. Mr. Bickmeier stated that over one thousand youth have been registered for each Education Day. Each student will receive lunch and a gift.

Facilities / Events

Ms. McFarland reported on the February 12, 2024, committee meeting. The Committee discussed January's economic impact figure. The economic impact for four tournaments that had 523 registered teams with the majority of these being from out of town, had an estimated impact of \$7.6 million. The center's weekly usage is heavy, non-sporting events are using the center, and the meeting space is being used. The Committee is determining how to track County usage. The Sports and Events Center final construction phase was reviewed. Concessions generated \$129,000 in sales during January. There are partnerships with Papa Johns and Ukrop's. The Sports & Events Center website is in its final stage of completion. Ms. McFarland noted that the trees have been cleared at Glover Park.

SEA submitted six NCAA bids.

Strategic Planning

Mr. Knott said that the committee met January 23, 2024, and discussed SEA's five main strategies, organizational, financial, business operations, facilities, and community. There is a staff brainstorming session on February 22, 2024, followed by a Committee meeting on February 23, 2024.

Finance

Mr. Crawley reported on the February 14, 2024, committee meeting. The Committee reviewed SEA finances. He noted that the hotel rebate issue has been resolved. The contracted accounting firm, Harris, Hardy, and Johnson will create new chart of accounts for the SEA. It was recommended that SEA schedule a meeting with Harris, Hardy, and Johnson. SEA has reimbursed ASM for a portion of the purchases of furniture, fixtures, and equipment expenses. The Audit RFP has been reviewed by the Finance Committee. A statement about HSEA participating in the Virginia Retirement System has been added to the Audit RFP. An actuarial study is required. In addition, OP-ED will have a separate actuarial study cost. Both study costs will impact the budget. Mr. Knott stated that the County's coverage has cooperative language for the Hybrid plan but not for the non-Hybrid plan therefore HSEA will need to establish its own plan. He also noted that voluntary benefits will be included due to cooperative language with insurance. A Short-Term and Long-Term Disability RFP is needed since the County's contract is a non-cooperative agreement.

ASM Global will begin its financial reporting at the end of February. The Financial reports are due by the 25th of each month.

Mr. Crawley stated that Ms. Fuentes will not be assisting the SEA on the Finance Committee. On behalf of the Committee, he recommended establishing a financial support role for the SEA.

Executive Director's Team Monthly Update

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

Mr. Bickmeier affirmed that EDC's construction related items list is finalizing. He noted that there is good event diversity at the Sports & Events Center. ASM has been asked to create some leagues for ASM to own and operate that will create more activity and opportunities within the building especially during the summer.

The event execution guest services manual is being drafted by Ms. Grubb. He noted that the manual will be a collection of the SEA and ASM guest services standards. Some of the customer feedback that has been received will be included in the manual. ASM will adjust the concession's food and beverage options to appeal to the different sports.

ADA parking and layout is being looked at by Terrell Hughes, Director of Public Works. The parking lot and space meet code regulations, but operationally it is a challenge.

Mr. Bickmeier compared the following year over year economic impact numbers for December, 2023, and January, 2024. With the new building hosting events, economic impact for December, 2023, was over \$2 million, and for January, 2024, the economic impact was over \$7 million. In December of 2022 and January of 2023, there was zero dollars of economic impact recorded as the county did not host any events during those winter months. There were four tournaments in January of 2024 in the SEC, with the Richmond Volleyball Club MLK weekend girl's tournament being the largest with 192 teams. It was the first time this tournament was used in Henrico's calculation because the tournament was not hosted at a county facility.

Mr. Bickmeier provided a summary of the March 6 – 10, 2024, A-10 Women's Basketball Championship Tournament. He stated that the SEA is invested in the success of the event. The SEA team has had many event planning and execution meetings with the A-10 with Ms. Hazzard as the SEA's liaison. The Championship tournament was previously played in Delaware at the NBA Philadelphia 76ers' G-league venue. This tournament being hosted at the Sports & Events Center makes HSEA financially responsible for the success of the event. The preparation and follow through is a lot of work but worth the effort.

The SEA has been working on the Sports & Events Center financial transition from County management to ASM Global. Mr. Bickmeier thanked the financial team that has assisted with the process. Mr. Bickmeier noted his appreciation for the Finance committees' hire recommendation for a financial position.

Ms. Miller has been working with the ASM Global team on a variety of marketing initiatives. The Business Development team has held sponsorship meetings resulting in six signed agreements and some activations in progress.

Mr. Bickmeier reported that the Virginia Sports Hall of Fame is actively involved in marketing & supporting the induction weekend and ceremony scheduled for April 19 – 20, 2024. A Wall of Honor will be installed at the Sports & Events Center. The wall will showcase Hall of Famers from 1970 to the current day. The displays are complete.

Hanover is sponsoring a Virginia 250 Celebration lunch scheduled for February 21, 2024. Julian Charity is leading the Henrico County effort and Mr. Bickmeier is working with the regional collaboration team.

This team is determining what the regional event will be. There will be a number of celebratory events leading up to July 4, 2026.

Old Business

None.

New Business

Mr. Bickmeier stated that all HSEA staff will attend the BOD meetings as the meetings transition to the Community-based Board. After the transition, staff attendance will be agenda driven. County department representatives are invited to attend future Board meetings.

It was noted that Caroline County is using the Sports & Events Center for its graduation ceremonies. Other regional high school graduations such as Governor School are generally held the same week as Henrico County. Graduation ceremony security and traffic is being managed by Henrico Police Department and RMC Events. The Sports and Events Center has the same scanners as Henrico County Public Schools. General Services will provide security and scanner signage.

Ms. Miller announced Richmond Raceway March 31 tickets are available and to email her if anyone is interested in tickets.

Mr. Yob congratulated Ms. Hazzard on being honored as a Women Who Drive Richmond finalist.

Adjourn

There being no further business, the meeting adjourned at 10:51 a.m.



Marielle McFarland
Secretary

