



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, October 18, 2023, 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
J. Oscar Knott
Vaughan Crawley, Vice Chair
Sheila S. Minor, Treasurer

DIRECTORS ABSENT

DIRECTORS PARTICIPATING ELECTRONICALLY

Steven J. Yob, Chair
Yvette D. George

OTHERS PRESENT

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

The Vice Chair called the meeting to order at 10:04 a.m.

Approval of Remote Participation

Mr. Crawley announced that Mr. Yob and Ms. George could not physically attend the meeting but wished to participate remotely. Mr. Yob is on vacation in Harpers Ferry, West Virginia and wishes to participate from his lodgings in Harpers Ferry, West Virginia. Ms. George is attending the Plan Sponsor Council of America – Retirement Conference in Palm Springs, California and wishes to participate remotely from her hotel in Palm Springs, California. Mr. Crawley stated that the Board has made arrangements for Mr. Yob and Ms. George to be heard by all persons at this location and a quorum is present at this location. On a motion by Ms. Minor, seconded by Ms. McFarland, Mr. Yob's and Ms. George's remote participation was approved, with Mses. Minor and McFarland, and Messrs. Crawley and Knott all voting "aye".

Approval of the September 20, 2023, Minutes

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

Henrico Sports & Events Center – ASM Global – First Full-Year Budget

Mr. Bickmeier explained that the revised First Full-Year ASM Global Budget had not been received in time for the HSEA staff and Finance Committee to review prior to the meeting. Accordingly, staff recommended deferring this item to the November 15, 2023, Board meeting. Mr. Bickmeier stated that he has been in communication with ASM, and the final budget is underway. The hiring of full-time staff and making offers for the remaining open full-time positions has caused some delay on ASM's side.

Mr. Yob asked if there were any questions. Hearing none, Mr. Yob asked for a motion. On a motion by Ms. Minor to defer consideration of the ASM Global First Full-Year Budget to the November 15, 2023, Board meeting, and with a second by Mr. Crawley, the item was deferred to the November 15, 2023, Board meeting, with Mses. George, Minor, and McFarland and Messrs. Knott, Crawley, and Yob all voting "aye".

Resolution – Request to the Board of Supervisors – 11000 Telegraph Road

Mr. Bickmeier introduced the resolution to request a lease of the property at 11000 Telegraph Road, which includes the Henrico Sports & Events Center, from the County. This would formalize the arrangement between the County and HSEA by which HSEA manages the Center and regulates its use.

Under state law, the County may lease property to HSEA at HSEA's request. HSEA is asking the Board of Supervisors to lease the property to HSEA for nominal monetary consideration, as permitted by state law.

Mr. Yob asked if there were any questions.

Ms. Minor asked if the County would continue to own the facility and about the requested lease term. Mr. Murphy responded that the request will not specify a desired term but will request a long-term lease. Mr. Bickmeier stated that two lease options were presented to the County Manager. Mr. Murphy stated that, while the County would continue to own the property, ultimately the regulation and management of the Sports and Events Center would be HSEA's responsibility.

Mr. Yob asked if the requested lease would need to be approved by the Board of Supervisors. Mr. Murphy responded that the Board of Supervisors would need to approve the lease and that the Board of Supervisors would consider the lease as a general agenda item at a future meeting.

On a motion by Mr. Knott, seconded by Ms. Minor, the motion passed, and the resolution was approved, with Mses. McFarland, George, and Minor and Messrs. Crawley, Knott, and Yob all voting "aye".

Resolution – Policy and Signatory Authority – Sponsorships Policy and Non-Exclusive Sponsorship Agreements

Mr. Bickmeier introduced the resolution approving HSEA's initial sponsorships policy and a form agreement for non-exclusive sponsorship agreements. Sponsorships play a vital role in supporting HSEA operations, programs, and events and assist HSEA with expanding its reach so that it can accomplish its mission of promoting family-oriented sports and entertainment tourism and recreational opportunities within Henrico County. Accordingly, it is important for HSEA to say "thank you" to its sponsors and acknowledge their support. Likewise, it is important that HSEA staff have guidance when seeking sponsorships and developing sponsorship packages to acknowledge HSEA sponsors. Sponsors must be consistent with HSEA's mission, and HSEA must retain editorial control over displays of acknowledgment. The policy before the Board sets out criteria for sponsorships and disclaims any intent to open its property for expressive activity.

HSEA staff, in consultation with the County Attorney's Office, also developed a form agreement for non-exclusive sponsorship agreements. Arrangement for "exclusive" or "official" sponsorships would come to the Board. This resolution also authorizes the Executive Director to approve non-exclusive sponsorship agreements consistent with the policy and form agreement.

Mr. Yob asked if there were any questions.

Ms. Minor asked about sports betting sponsorships. Ms. Hazzard responded that such a sponsorship would not align with HSEA's mission and therefore would not be approved.

Mr. Yob asked if HSEA would have the right to deny sponsorship. Mr. Murphy responded yes. Among other specific grounds, a sponsorship request could be rejected if the request did not fit HSEA's mission. Mr. Bickmeier noted ASM has a staff position designated to acquire sponsorships and that all sponsorships require HSEA's approval. Ms. Hazzard said many organizations are interested in the Sports and Events Center sponsorship and HSEA is appreciative of Mr. Murphy's assistance in creating the sponsorship policy.

On a motion by Mr. Knott, seconded by Ms. George, the motion passed, and the resolution was approved, with Mses. McFarland, George, and Minor and Messrs. Crawley, Knott, and Yob all voting "aye".

Resolution – Regulations – Use, Operation, and Occupancy of HSEA Property

Mr. Bickmeier introduced the resolution authorizing the Executive Director to develop regulations for the use, operation, and occupancy of HSEA property in accordance with HSEA's enabling statute and other authorities. The resolution would also approve a regulation titled "Procedure for Suspension from Property." This regulation is modeled after a policy recently adopted by the County's Division of Recreation and Parks.

Mr. Yob asked if there were any questions. Mr. Yob and Ms. McFarland asked for clarification on the authority to dispel negative situations that might occur on HSEA properties. Mr. Bickmeier stated HSEA personnel have the right to take necessary action to eliminate a bad situation, and he explained that Mr. Murphy and HPD were involved in many discussions and assisted in creating this Suspension Policy. Mr. Yob applauded the good work done to write this policy. Ms. MacFarland asked about the authorization to remove patrons. Mr. Bickmeier affirmed HSEA has the authorization to remove any persons who might be acting in an unfavorable manner or violating County or State laws and conditions set forth in this policy. Mr. Knott asked if this would apply to event promoters and teams. Mr. Bickmeier said yes.

On a motion by Ms. Minor, seconded by Mr. Crawley, the motion passed, and the resolution was approved, with Mses. McFarland, George, and Minor and Messrs. Crawley, Knott, and Yob all voting "aye".

Committee Reports

Marketing

Mr. Yob reported on the October 5, 2023, committee meeting. He said he attended the business town hall, a good event for the VCC corridor businesses. The business owners are looking forward to a good partnership with the Sports and Events Center and being part of the business community support system.

The members prepared a revised purpose statement with objectives and goals for the incoming Board of Directors committee members. It has been submitted to Mr. Bickmeier for his review. Mr. Yob

mentioned the need for a condensed guidance document for the future Board that would include each committees' purpose, suggested number of members, and an annual meeting schedule. This will assist with the Board transition anticipated for early 2024.

Mr. Yob referenced two announcements occurring on October 18, 2023. The groundbreaking of the 43-mile Fall Line Trail from Ashland to Petersburg and the announcement of the Sports Backers' lease of the former Bank of America building along the Fall Line Trail. Sports Backers will invest in a facility upgrade to include training rooms and other amenities promoting sports wellness.

Mr. Knott asked if there was further discussion about a marquee at the Sports and Events Center that could be seen from Interstate 95. Mr. Yob stated that the County enacted ordinances regulating marquees specifically targeting travelers, and therefore, a marquee seems unlikely.

Facilities / Events

Ms. McFarland reported on the October 16, 2023, committee meeting. The members discussed September events which were mostly baseball and softball tournaments. The tropical storm impacted some tournament play. Upcoming fall events include The Dominion Energy Charity Classic being held at James River Golf Course, youth softball (Starz Gold), the Richmond Kickers River City Cup at Glover Park, US Quadball, and Pickleboo, a Halloween pickleball tournament with 623 participants playing at Pouncey Tract and The Springs. The Pickleboo event is marketing for an event at the new facility.

The Committee also discussed events scheduled at the Sports and Events Center. October 26 is the A10 Media Day. November and December scheduled events include Richard Bland Basketball, Cubing USA VA State Championships, State of the County, American Heart Association Hard Hat Fundraiser, All American Gymnastics and Aerial East Turkey Tumble Gymnastics. As construction continues, the workers will be cognizant of ongoing events and will be scheduled to work around the booked rentals and areas that need completion for upcoming events.

Audio and visual equipment is being installed at the building. A meeting is scheduled with Productive AV to determine the completion timeline. HSEA is in the process of obtaining the Temporary Letter of Occupancy for the A10 Media Day.

DEQ provided the County with the draft Corps permit, which must be published for 30 days before the County can seek construction bids. The permit is published in the October 18, 2023, paper.

Discussions continue with respect to the Glover Park baseball clover. HSEA has a meeting with Recreation and Parks and the Department of Public Works to ensure consistent understanding of the project across departments.

Strategic Planning

Mr. Knott reported on the October 4, 2023, committee meeting. He stated that Mr. Bickmeier provided the members with the short- and long-term goals that the HSEA team had prepared. The list was reviewed, and feedback was provided.

The Committee drafted the revised purpose statement, a description of membership composition, and description of committee scope. Additional feedback is expected.

Mr. Bickmeier stated that the HSEA team will have a Strategic Plan brainstorming session.

Finance

Mr. Crawley reported on the October 11, 2023, committee meeting. The meetings continue to be extremely productive. The Finance Committee will review the ASM budget prior to making a recommendation to the Board. Mr. Bickmeier stated that ASM's regional Vice President and General Manager understand the County's process for approval and the steps necessary to reach approval. Mr. Crawley noted that the expectation is for a six-month budget and a full year budget.

The Committee reviewed the appropriation reports.

The Board of Supervisors approved budget amendments in September, including a \$2,000,000 million appropriation for the Sports and Events Center's projected expenses in FY 2023 and 2024. The County's budget process begins in November. The Committee discussed HSEA's Finance Committee and the Board budget review and approval timelines in relation to the legislative budget presentation dates. This timeline has been documented for future committee members' guideline.

Budget Analyst Blue Bell joined the October 11 committee meeting to provide a budget overview. He will be invited to attend future meetings.

The revised purpose statement and objectives were reviewed and drafted. The final draft will be provided to the Chair for the November 15, 2023, Board meeting.

HSEA Team Monthly Update

Mr. Bickmeier offered the team's monthly report to the Board.

Mr. Bickmeier noted that HSEA staff were not in attendance for the October 18, 2023, Board meeting due to multiple commitments. Ms. Miller attended the 43-mile Fall Line Trail Groundbreaking, Mr. Welch is unloading Sports and Events Center boxed furniture, and Ms. Grubb is attending Highland Games meetings.

Mr. Bickmeier announced the Dominion Energy Charity Classic is under way and welcomed pro golfers to the County this week. It is an event filled week with Executive Women's, Breakfast with a Pro, and Pairings Party events. Pro Ams play October 18 and 19 with competition beginning October 20. HSEA has branding on the Fan Zone. HSEA will be at the tournament during the weekend. Friday's tournament round is sold out. This is partly due to the Noah Kahan concert.

The HSEA team continues to work nonstop at the Sports and Events Center, and Tom Graves continues to monitor final construction. The punch list continues to narrow.

Mr. Bickmeier noted that HSEA is helping with the onboarding of the ASM team. This includes reviewing and executing booked event details and attending ASM meetings and site visits.

HSEA continues promoting the Center's opening.

Mr. Bickmeier mentioned that October outdoor events totaled nine, and there are many more throughout the fall into the end of the year. USA Softball Championship have agreed to host their tournament here for the next three years, 2024 – 2026.

Mr. Bickmeier reviewed the recent economic impact report. The economic impact for September would have been over \$2,000,000. There were two tournaments that were cancelled due to Tropical Storm Ophelia (the Softball Factory Eastern Classic and the Prep Baseball Report Virginia Fall Open). These two tournaments were projected to bring in an additional 56 teams (40 out-of-town) that would have resulted in an additional \$663,936 in estimated economic impact.

The HSEA Board transition timeline has been presented to the County Manager and the Chief of Staff. The current game plan is to make the Board transition complete during the early part of 2024 with the Community Board's first official meeting expected to be April 17, 2024. Mr. Yob will present the transition timeline during the November Board Meeting.

The HSEA team had a lengthy meeting with Richmond Region Tourism to discuss and plan the NCAA bids. The NCAA RFPs are long and time consuming so the focus will be on basketball and volleyball as well as a bid for the Fall Festival which is multiple championships in one region, and HSEA would seek to host one. HSEA will continue to submit bids with the GreenCity arena to socialize the GreenCity name.

HSEA continues to be invited for speaking engagements and to attend events, such as the 2023 Life Ready Expo. The Business Town Hall continues to offer positive feedback.

Mr. Bickmeier provided a construction update for the Sports and Events Center. The seating is complete, and the floors are almost finished. The gym side floor has been painted. The Public Works team has knocked it out of the park with tree trimming, landscaping, and parking lot paving.

The Highland Games is a nonprofit event benefiting Cullather Cancer Quality of Life Center and other charities. The event will be held at Dorey Park from November 4 – 5. Mr. Bickmeier stated that rugby will be added to the 2023 Highland Games. James River and VCU rugby teams will be playing. Mr. Yob expressed his gladness in the return of the Highland Games.

One of HSEA's Key Pillars is to own and operate and help with the growth of local sports. HSEA is fulfilling this pillar by having a youth basketball event on January 5. Schools are closed on January 5, 2024, providing an optimal day for youth participation.

A10 media day is October 26, making it the first event in the Center.

Soft opening events in November will lead to the December 4th Community Celebration. Community Celebration invitations will be sent October 20th. The celebration will include a ribbon cutting ceremony, dignitary reception, partner displays, and live sports practices.

September's media coverage centered on the A10 Women's Basketball Championship. The ASM announcement garnered a lot of coverage in trade publications. The impact of visitor spending in the community was the subject of the 2022 Economic Impact release.

Mr. Knott asked if a trade publication would print a cover story on the Sports and Events Center with updated photos. It was noted that the Sports Planning guide has published a similar story, but the HSEA team would look into an updated story with active event photos.

Old Business

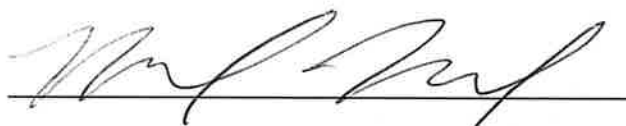
None.

New Business

None.

Adjourn

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

A handwritten signature in black ink, appearing to read 'Marielle McFarland', is written over a horizontal line.

Marielle McFarland
Secretary