



**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 18, 2026, at the offices of the Economic Development Authority of Henrico County, Virginia, at 4300 East Parham Road, Henrico, VA 23228.

**DIRECTORS PRESENT**

Peter Farrell, Vice Chair  
Jen Kostyniuk, Secretary  
Todd 'Parney' Parnell  
Perry Miller

**DIRECTORS ABSENT**

Paula Pando

**DIRECTORS PARTICIPATING ELECTRONICALLY**

Steven J. Yob, Chair  
Shareema Williams, Treasurer

**OTHERS PRESENT**

Dennis Bickmeier, HSEA Executive Director  
Michael McCormack, HSEA Staff  
Megan Hazzard, HSEA Staff  
Jacque Frame, HSEA Staff  
Rob Welch, HSEA Staff  
Brian Carroll, HSEA Staff  
Misty Myers, HSEA Staff  
Tavaris Robinson, HSEA Staff  
Kameron Simms, HSEA Staff  
Ryan Murphy, Deputy County Attorney

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Mr. Farrell called the meeting to order at 10:05 a.m.

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#### **Approval of Electronic Participation**

Mr. Farrell informed the Board that Ms. Williams and Mr. Yob were unable to physically attend the meeting in person due to business travel and illness, respectively. He stated that Ms. Williams and Mr. Yob had requested to participate remotely, Ms. Williams from her hotel room in Norfolk, Virginia and Mr. Yob from his residence in Henrico, Virginia. Mr. Farrell stated that the Board had arranged for Ms. Williams and Mr. Yob to be heard by all persons at the meeting location and that there was a quorum physically assembled at the meeting location.

Mr. Farrell moved that the Board approve Ms. Williams and Mr. Yob's remote participation in the meeting. With a second by Mr. Parnell, the motion passed, and Ms. Williams and Mr. Yob's remote participation in the meeting was approved, with Mses. Kostyniuk, and Messrs. Miller, Parnell, and Farrell all voting "aye".

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#### **Approval of the January 21, 2026, Minutes**

Mr. Farrell asked if there were any corrections or additions to the minutes of the January 21, 2026, meeting. Hearing none, on a motion made by Mr. Miller, seconded by Mr. Parnell, the minutes were approved, with Mses. Kostyniuk and Williams, and Messrs. Miller, Parnell, Farrell, and Yob all voting "aye".

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#### **Readoption of All-Virtual Meeting Policy**

Mr. Bickmeier informed the Board that the Freedom of Information Act requires the Board to readopt the All-Virtual Meeting policy annually. Mr. Farrell asked for discussion or questions. Hearing none and with a motion by Mr. Parnell, seconded by Mr. Miller, the motion passed, and the Board's All-Virtual Meeting policy was readopted with Mses. Kostyniuk and Williams, and Messrs. Miller, Parnell, Farrell, and Yob all voting "aye".

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#### **Committee Reports**

##### **Marketing & Guest Services**

Ms. Kostyniuk reported on the Marketing and Guest Services Committee meeting that was held February 17, 2026. The A10 Women's Basketball Championship was Marketing's focus with a strong marketing plan in place to get the tournament details out. Locally, commercials will be aired February 20 – 22, 2026 during the Olympics and the Boston Celtics NBA game, and local website banner ads will push

out ticket purchasing details. Ms. Kostyniuk noted that corporate partnership opportunities were still available. Mr. Bickmeier mentioned the corporate partnership flyers had been emailed to the Board and asked the Board members to send them to their networks or they could send their contacts to HSEA to follow up on. Ms. Hazzard thanked Richmond International Airport and Dominion Energy for their sponsorships. Mr. Parnell suggested HSEA send partnership flyers to the local chamber boards and networks. Ms. Kostyniuk noted that ticket sales to date are up over last year and that the weekday game tickets need to be sold. Richmond and Rhode Island universities have good ticket sales. The championship game will air on ESPN 2 at 4:00pm, March 8, 2026. The committee reviewed the Korn Ferry Championship and noted that planning is underway for the October 4 – 11, 2026, event. The Virginia Sports Hall of Fame will be held at the Hilton Short Pump Hotel. There is a Saturday breakfast scheduled which will offer an opportunity to meet the inductees. The Induction Ceremony is scheduled for April 25, 2026. This is a ticketed event and will air on CBS Channel 6. The Board should have received an A10 Championship Week VIP invitation for games held March 5 – 8, 2026. Ms. Grubb will send a follow-up email to ensure the Board receives the invitation. The A10 Championship's official bracket will be released February 28, 2026, which HSEA will communicate to the Board. Mr. Parnell stated that the Korn Ferry Tour is an exciting opportunity for the 20 players that are hoping to obtain PGA Tour player status. The Korn Ferry Tour sponsorships are going well. HSEA will provide the Board with Korn Ferry talking points to assist in building the excitement within the community.

#### Facilities / Events

The Committee has not met since the last Board meeting.

#### Strategic Planning

Mr. Bickmeier informed the Board that the Strategic Planning Committee held an informational meeting on February 4, 2026, because a quorum was unable to attend. The Committee reviewed the FY2026/27 CIP request list of which the Board has approved one the requests: the Sports and Events Center's \$300,000 maintenance and equipment annual funding. The remaining two requests have been tabled to 2028/2029. HSEA is compiling other venue rentals and expenses information and is currently working on the Rocky Mount information. Randolph Macon College intern, Tori Powell was assigned a project to prepare a Strategic Plan report card. She interviewed and received feedback from the HSEA team on what goals and objectives have been met and what the next set of priorities are. The Committee reviewed the report and will take a deeper dive to determine the next steps which will be presented to the Board.

#### Finance

The next committee meeting is scheduled for February 20, 2026.

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#### **HSEA Team Monthly Report**

Mr. Bickmeier offered the SEA Team monthly report to the Board. He informed the Board that January's inclement weather caused event cancellations and affected the economic impact. Due to the inclement weather, three events were cancelled resulting in the loss of 224 teams in January. January 2026's economic impact was \$3.9 million for the events held compared to \$5.4 million in January 2025. The December hotel stats for Henrico occupancy was 54.4%, a 0.4% increase year-over-year while the region

was 51.7%, a decrease of 0.3% and the average daily rate was down 1.1% to \$103.68. The City of Richmond occupancy was down 7.3% (50.1%).

HSEA attended the Richmond United ribbon cutting for its new office location on February 17, 2026. Richmond United referenced that 45,000 hotel room nights will be used in March for the Jefferson Cup and that 1,200 teams have registered. Henrico County will pick up extra fields due to Richmond United's loss of its West Creek fields. The younger teams will use the Henrico fields. The Jefferson Cup is a national soccer event with teams traveling from as far away as California. HSEA will determine if there is a way to track the attendance of college coaches. The heavily attended gymnastics and volleyball events in January helped to drive food and beverage sales. Looking ahead, March has a 190-team volleyball event scheduled. The Virginia Homeschool Athletic Conference (VHAC) Basketball Tournament (approximately 80 teams) was held mid-week during the day. The event brought in Virginia homeschool athletes who needed hotel accommodation. This is the first of its kind event which sparked the interest of another promoter. The February 20 – 21, 2026, Special Olympics event is growing. Coming up in February are events such as the Virginia High School League (VHSL) Girls State Wrestling Championship, gymnastics invitational, volleyball, and the rescheduled Special Olympics.

Mr. Bickmeier noted that the Sports League Coordinators had been fully onboarded as HSEA employees and he officially welcomed Mr. Simms, Mr. Robinson, and Mr. Grinnell. He said that Mr. Grinnell will be recognized for his 35 service years at the next Service Anniversary Celebration which is being held at the Sports & Events Center.

The A10 Championship is two weeks out. The first game's tipoff time is 11:00 a.m., March 4<sup>th</sup>. Ms. Grubb will send the VIP hospitality information as well as Jack Berry's recognition details to the Board. The team continued with event planning meetings which included the initial Korn Ferry meeting. The first of two hotels at the Sports & Events Center, has a projected opening of April 2026.

Mr. Bickmeier informed the Board that the March 18, 2026, Board meeting will be an important meeting with a focus on finances and stated the importance of the Board's attendance. He noted that just prior to the Board meeting, the HSEA FY26/27 proposed budget will be presented to the County's Board of Supervisors at 9:00 a.m. and invited the Board to attend. He stated that the budget does not have any big changes other than the addition of the salary and benefit premiums for the newly transferred Sports Services team. The Finance committee will be meeting February 20, 2026, to review the data that will be presented to the Board at the March 18, 2026, meeting.

The Board will receive an invitation for a Best Products Reimagined transportation press announcement, March 3, 2026. There was a Best Products Reimagined housing article recently released.

Mr. Farrell suggested adding an HSEA project update to each Board meeting's agenda.

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### Old Business

Mr. Bickmeier reported that HSEA is working with Marsh Insurance to determine if HSEA would benefit from or need insurance coverage mitigating potential event revenue loss due to weather or other reasons for cancellations.

Mr. Bickmeier informed the Board that future financial reports will be emailed to the directors via MOVEit. MOVEit is the County's secure email platform when electronically sending potentially sensitive information. Ms. Frame will alert the Board prior to sending the data via MOVEit.

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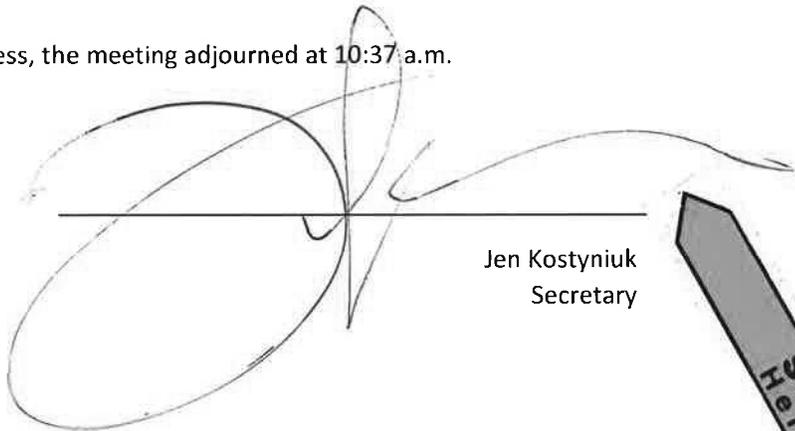
**New Business**

None.

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**Adjourn**

There being no further business, the meeting adjourned at 10:37 a.m.



Jen Kostyniuk  
Secretary

