



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, August 16, 2023, in the County Manager's conference room located at 4301 E. Parham Road, Henrico, Virginia 23228.

DIRECTORS PRESENT

Steven J. Yob, Chair
Marielle McFarland, Secretary
J. Oscar Knott
Vaughan Crawley, Vice Chair
Yvette D. George

DIRECTORS ABSENT

Sheila S. Minor, Treasurer

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
Rob Welch, HSEA Staff
Tom Yeager, HSEA Staff
Sandra Fuentes, R&P Staff
Ryan Murphy, Deputy County Attorney
Alyssa Brown, Assistant County Attorney

Mr. Yob called the meeting to order at 10:08 a.m.

Approval of Remote Participation

Mr. Yob announced that no directors would be participating electronically and moved to the next agenda item.

Approval of the July 19, 2023, Minutes

Mr. Yob asked if there were any corrections or additions to the minutes of the July 19, 2023, meeting. Hearing none, with a motion by Mr. Knott, seconded by Ms. George, the motion passed and the minutes were approved, with Mses. McFarland and George and Messrs. Crawley, Knott, and Yob voting "aye".

Introduction of Heather Grubb

Mr. Bickmeier welcomed HSEA's new Manager of Events and Guest Services, Heather Grubb. Heather will co-promote existing County events and uncover new ventures bringing more variety of HSEA's core sports. She will have the opportunity to look at other events that will benefit our citizens and increase the economic impact. Mr. Bickmeier explained that, as an example, the A-10 Women's Basketball Championship tournament is more than 14 games over 5 days, and there are events within the event, like an off-court Education Day to assist in learning about the game, hospitality, and the show piece side of the tournament which includes the band and cheerleaders. Heather will focus on guest services with an emphasis on how to differentiate HSEA from the service standpoint. HSEA is up against good bidders and needs to differentiate itself from other competitors. Mr. Bickmeier referenced friend and former 40-year Henrico firefighter, Tiny Dawson, as an example of how HSEA can differentiate itself. Tiny was Richmond Raceway's Guest Services Manager. He developed the Richmond Raceway guest services brand, which is what HSEA hopes Ms. Grubb will do in her position. HSEA plans to train third party vendors, the operator staff, HSEA staff and all that are consumer facing individuals on what guest services is, how to treat guests, and what services HSEA wants provided at the Sports and Events Center. Guest services impacts if HSEA will have returning guests and events. Mr. Dawson developed the *code of guest services, 'LAST' – listen, apologize, solve, thank*.

Ms. Grubb thanked Mr. Bickmeier for the welcome and said she has been employed with Recreation and Parks for 10 years. She is looking forward to working at HSEA.

Mr. Yob noted that Heather seems to always be having fun and this is conveyed to the guests visiting Henrico County.

Sales Tax-Exempt Policy

Mr. Bickmeier introduced the proposed Sales Tax-Exempt 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. The policy tracks the exemption in the Virginia Administrative Code for political subdivisions from retail sales and use tax if purchases are made pursuant to official purchase orders and paid out of public funds. It directs staff to use tax exemption certificates when making purchases. The policy also explains when charges for meals and catered events are not subject to sales tax.

Finance Committee Chair Crawley recommended the proposed Sales Tax-Exempt Policy.

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 and McFarland and Messrs. Knott and Yob all voting "aye". Mr. Crawley abstained from the vote.

Travel Policy

Mr. Bickmeier introduced the proposed Travel Policy for the Board of Directors' consideration. Mr. Bickmeier stated that SEA staff has developed the policy with input from the Finance Committee and the County Attorney's Office. Although SEA staff is exempt from the County's travel policy, the policy is modeled after that policy. The policy places controls on expense reimbursement for transportation, lodging, meals, and incidentals, and it also provides examples of non-reimbursable expenses.

Mr. Murphy explained that staff, after receiving additional comments from the Finance committee, believes a revision to section 1d to establish the number of times a staff member can use an exception for travel less than \$300. Accordingly, staff recommended deferring this item to the September 19, 2023, Board meeting. Mr. Yob asked if there were questions. Hearing none, Mr. Yob asked if there was a motion. Mr. Crawley moved to defer consideration of the Travel Policy to the September 19, 2023, Board meeting. Ms. McFarland seconded the motion. The motion passed, with Mses. George and McFarland and Messrs. Knott, Crawley, and Yob all voting "aye".

Committee Reports

Facilities / Events

Ms. McFarland reported on the August 14 committee meeting. She provided a July event recap highlighting 13 tournaments that were hosted during July, eight of which were HSEA sports tourism events. The events included Prep Baseball Report, USA Softball, International Quadball, Major League Fishing and Perfect Game. There were a total of 228 registered teams with 151 being from out of town. The economic impact numbers were down from 2022 due to the USA softball event having fewer teams participate in the tournament and Patriot Park in Fairfax held an event that potentially pulled teams

from the Henrico event held on the same weekend. August events include eight tournaments, three are HSEA sports tourism events. The committee discussed the Sports & Events Center hosting a Virginia Center Commons business town hall on September 27 at The Crossings Hotel. This town hall could spark a potential business association for this area.

HSEA has received a signed contract for Strikers' weekday leagues at the Sports & Events Center. A contract for American Cornhole League has been sent.

The Sports & Events Center subflooring is being installed.

The Glover Park permit has not been approved. Mr. Bickmeier noted we will begin conversations with a sport development prospect. The construction is scheduled to begin in late fall. Mr. Yob noted the road will be bid out.

Ms. Miller is working with ASM Marketing on the ASM announcement. Drafting an Internal Business Development and Booking policy which will include a diversity, equity, and inclusion statement, and Policy Regulation for what items are prohibited inside the building. This regulation policy will align with Henrico policies and other County facilities.

Ms. Hazzard and Mr. McCormack will attend the Teams conference in the fall. As requested by Chair Yob, the committee's mission and vision will be reviewed.

Strategic Planning

Mr. Knott reported on the August 11 committee meeting. Mr. Knott reported that the SWOT and Board makeup report has been received from The Collective Best and will be used for future guidance. The key takeaway was recommendation regarding how HSEA should work with Richmond Region Tourism. HSEA staff are working with Jianchong Luo in the County's Purchasing Division to close the contract with The Collective Best.

Mr. Knott stated the Strategic Planning Committee will work with the HSEA team to build the Strategic Plan. The committee will meet monthly to work on building the plan using the vision, mission, four key pillars, and a one-page outline.

Shannon Sport from Human Resources Department will assist HSEA with the development of a diversity, equity, and inclusion statement.

HSEA anticipates receiving the ADA review from 6 Wheels Consulting and expects the review will be beneficial for the development of indoor and outdoor business plans.

Mr. Yob requested a copy of The Collective Best's post stakeholder workshop report. Mr. Bickmeier will request it.

The next meeting is in September.

Marketing

Mr. Yob reported on the August 14 committee meeting that included travel to multiple County park facilities.

Mr. Yob stated The Collective Best's final Strategic Planning report was not personalized to HSEA's business structure yet there is some information that may assist the Marketing committee. The Collective Best's final report addressed what is HSEA's sustaining competitive advantage and what

makes HSEA stand out to make guests return. The benefits are interstate travel, train station, and a good airport connecting Henrico with other United States locations. The Marketing Committee wants to generate a buzz and ensure repeat business. The County has a great advantage of history, shopping, restaurants, and regional events. A QR code would make regional event information easily available while visiting Henrico County. These are ways that will give HSEA and its facilities the buzz and the competitive advantage.

Finance

Mr. Crawley reported on the August 10 committee meeting. The committee discussed Chair Yob's request to set the committee purpose for the incoming Board. With the November deadline, there was a lot of conversation about the purpose. The operator's agreement was discussed, and Mr. Chafin provided an update stating that the operators' initial 23/24FY budget estimates were received August 9. Mr. Chafin had some questions on concessions and merchandise figures. Mr. Bickmeier stated that HSEA will formulate questions and that a meeting to discuss the report will be held with Mr. Bickmeier, Ms. Fuentes, Ms. Hazzard, and Mr. Chafin.

The committee discussed HSEA finances in general. The budget vs. actual for fiscal years 2023 and 2024 and the carryover request were focus points. The committee reviewed estimated operating expenses but not personnel expenses. ASM operating costs need to be factored in. \$99,000 for annual expenses at the Outdoor Athletic Center fields has been requested. It has been confirmed that the Budget office transferred the Sports & Events Center grand opening expenses. The committee discussed the Board approving future budgets.

The committee reviewed Sports & Events Center's contractual events for the last quarter of 2023 and related revenue. The committee discussed past due invoicing procedure. The committee reviewed potential new policies for purchasing- appropriate business purpose, credit card, fraud, and merchant card. It was noted that the HSEA credit card holding staff need to take the County's P-Card training.

Mr. Crawley noted that as HSEA moves off as a separate entity, these policies need to be in place. Drafting the Employee Handbook also needs to continue. HSEA needs a separation of duties and enough people involved for the review so there isn't a conflict of interest.

The next meeting is September 14.

Executive Director's Monthly Update

Mr. Bickmeier offered the monthly team report to the Board. The report has been included as an addendum at the end of the minutes.

Mr. Bickmeier noted that some of his report has been covered in committee reports. He expressed his appreciation for the committees framing up what the committees' purposes are and thanked the staff for participating on the committees.

Mr. Bickmeier said the vision statement is a wide statement that narrows down into HSEA's Mission statement. Everything HSEA does and represents builds from these statements and the four key pillars. HSEA will build from these statements and pull in some of the SWOT analysis information. The HSEA

team will tackle the SWOT items one at a time and will then send each item to Mr. Knott and Ms. George for review and feedback so that HSEA will be ready when the Board transition occurs in 2024.

In the Events/Facilities July recap it was noted that July's economic impact was down. This is partly due to tournament promoters seeing a decrease in the registered teams. However, there was a five-week run with increased numbers for Prep Baseball Report. As noted previously, some organizations are using other area fields like Patriot Park in Fairfax. The addition of indoor activities during the same time frame as these outdoor activities will increase future economic impact numbers. Mr. McCormack stated the outdoor events help to sustain HSEA's structure of events and numbers. Gaps will be filled in by venturing with others in the region and will build over time.

Mr. Bickmeier provided insight with respect to the Babe Ruth World Series currently being played at RF&P. Games are played at 10am, 1pm, 4pm, and 7pm until Saturday, August 19. Recreation & Parks and HSEA staff are busy assisting in the series. Both staff had interactions with traveling teams and guests who are highly impressed with RF & P stadium. Tim Coleman and the park services crew are doing a phenomenal job. The home team, Glen Allen, is undefeated at this time.

HSEA's budget carryover work has been completed. SEC event revenue is being received. Ms. Fuentes questioned how effective the revenue procedure will be once the operator comes on board and will need to monitor the process going forward.

HSEA has a partnership with West Cary Group. Ms. Miller has begun working with them to build a campaign aligning ASM with HSEA's product. Marketing practices are a collaboration with ASM. The campaign will launch in the fall.

Mr. Bickmeier said speaking engagements continue with opportunities with Richmond Region Tourism, Henrico Education Foundation, My Henrico Academy, and the Virginia Association of Assessing Officers, with Economic Development Authority's participation. The HSEA team provided 30 facility tours in July for event promoters and public safety partners including Hanover County Sheriff's office.

Mr. Bickmeier reported that the ASM Global agreement has one remaining discussion point to review then the agreement can be signed. ASM has been active in the operator transitioning. The ASM team has been present and on site. Ms. Hazzard stated that the Business Development team has been busy with additional indoor event proposals and tradeshow inquiries. Big Time Hoops has secured a date and a Futsal group has secured a five-day national training event date. Mr. Bickmeier said that Mr. Welch is continually getting acclimated with the Sports & Events Center and its construction.

Mr. Bickmeier noted that there are challenges with the conditioning of the building relating to the humidity levels. A meeting is scheduled with Robbins Flooring and Southern Flooring installers on August 17. These two teams will make a decision on the floor installation during the meeting.

Mr. Bickmeier reported that the SEA and Henrico teams are on the front lines with the developer and contractor. He said mechanical engineers are working on sealing the access points in the building to reduce the humidity. Mr. Yob asked why the humidity is not coming down. Mr. Bickmeier responded that it could be multiple factors such as building entry points, precipitation that has entered the building, and painting. He mentioned there is a working dehumidifier. Ms. Hazzard mentioned the site is

an active construction zone with many construction workers entering and exiting the building. Mr. Bickmeier noted that construction crew entry points will be sealed which might limit the humidity.

Mr. Bickmeier stated that Southern Flooring is familiar with southern climate and used to working in humid conditions. He noted that installing the floor in a relative humidity is expected but the parties also need to keep in mind that during colder months, humidity needs to be added. The balance of humidity needs to be determined so the floor can appropriately expand and shrink without damaging the floor. The August 17 meeting will provide vital information on the floor installation timeline.

Mr. Knott asked about the storefront installation. Mr. Bickmeier responded that the storefront is to be installed in two weeks.

ADA consultant, 6 Wheels Consulting, provided phase one of the Sports & Events Center building review.

Mr. Bickmeier and Mr. Yeager will be attending the NCAA Symposium on August 28 - 30. He noted that the NCAA bid portal opens in September and has been adjusted to a two-year cycle. HSEA is bidding on years 2026 – 2027 and 2027 - 2028. Because of this change, HSEA is rethinking its strategy on which events to bid on. Bidding will be done in collaboration with Richmond Region Tourism.

The A-10 Women’s Basketball Conference team participated in a tournament event planning site visit.

Mr. Bickmeier recognized the recent media coverage on the Virginia Sports Hall of Fame 2024 Induction Ceremony announcement. There is a lot of excitement with the ceremony coming to Henrico in the Sports & Events Center. The Virginia Sports Hall of Fame displays were made by the County’s Career Technical Education school.

Ms. Miller provided an overview of recent media coverage that included the Virginia Sports Hall of Fame 2024 Induction Ceremony being held at the Sports & Events Center in April 2024 and Performance Pickle Ball. Last week, ESPN Radio host, Bob Slack interviewed County Supervisor Dan Schmitt and County employee Rebecca Slough, who was newly inducted into the Babe Ruth World Series.

Mr. Bickmeier congratulated Ms. Hazzard on receiving the JB Bostic Torchlight Award from Meeting Professionals International Virginia Chapter. This is a recognition for the commitment of a long-term member in influencing the life of the chapter. The award is based on the ability of the recipient to motivate others, stimulate volunteer functions, give a sense of direction, and act as a catalyst to cause exceptional results that benefit the chapter and operations. This award is offered to an individual who contributes time and energy to the profession, and the chapter. The award was presented to Ms. Hazzard at the August Annual Conference held in Wintergreen, Virginia.

Business Development Update

Covered in the Executive Director’s report.

Old Business

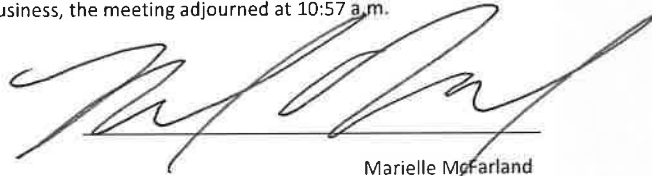
None.

New Business

None.

Adjourn

There being no further business, the meeting adjourned at 10:57 a.m.

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

Marielle McFarland
Secretary