



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 15, 2023, 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
Marielle McFarland, Secretary
J. Oscar Knott
Yvette D. George
Kayla Coleman, Vice Chair
Vaughan Crawley

DIRECTORS ABSENT

None

DIRECTORS PARTICIPATING ELECTRONICALLY

Sheila S. Minor, Treasurer

OTHERS PRESENT

Dennis Bickmeier, HSEA Executive Director
Dawn Miller, HSEA Staff
Michael McCormack, HSEA Staff
Megan Hazzard, HSEA Staff
Jacque Frame, HSEA Staff
Brian Carroll, HSEA Staff
Ryan Murphy, Deputy County Attorney
Alyssa Brown, Assistant County Attorney

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

Remote Participation

Mr. Yob informed the Board that Ms. Minor was unable to physically attend the meeting in person due to a work conflict that prevents her physical attendance. He stated that Ms. Minor had requested to participate remotely from the VLGMA Conference in Harrisonburg, VA. Ms. Frame advised the Board that Ms. Minor would be delayed in joining remotely. Mr. Yob stated that the Board had arranged for Ms. Minor to be heard by all persons at the meeting location and noted there was a quorum at the meeting location.

Mr. Knott moved to approve Ms. Minor's remote participation, with a second by Ms. George. The motion passed with Mses. Coleman, George, and McFarland, and Messrs. Crawley, Knott, and Yob voting "aye".

Mr. Bickmeier introduced and welcomed meeting guests Alyssa Brown, Assistant County Attorney, and Brian Carroll, HSEA staff and JMU graduate.

Approval of the January 18, 2023, Minutes

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

Resolution – Request for Conveyance – Scott Road Fields

Mr. Bickmeier began by reminding the Board that the Scott Road Fields are also commonly referred to as the St. Gertrude's property and that the property is currently under contract with the Henrico Economic Development Authority. He informed the Board that HSEA staff and EDA staff had continued discussions about the property and the staffs had determined that the property would make a favorable addition to SEA's facilities portfolio. He noted that the current owner, Benedictine Schools of Richmond, would continue to have access to the property for up to two years after closing for practices and games. He concluded by presenting HSEA staff's recommendation to request a conveyance of the property from the EDA.

Mr. Bickmeier asked if there were questions. Mr. Knott asked what the plans are for the field. Mr. Bickmeier responded that softball, soccer, field hockey and lacrosse will be programmed for field use. He noted that HSEA will not have much access for the first two years given Benedictine's anticipated usage. HSEA will be responsible for maintenance of the property. Mr. Bickmeier confirmed the property is near the Green City property.

Ms. McFarland asked about funding for maintenance. Mr. Bickmeier answered that the County has contracts with at least one of the current maintenance companies at the property, which HSEA expects will facilitate the transition. Mr. Knott asked what else is on the property. Mr. McCormack responded there is a two-story building with an observation tower on the second floor, storage for equipment, and small concession abilities. The facility has multi-turf fields for soccer, field hockey, lacrosse, and tennis courts, which HSEA doesn't have in its current portfolio. HSEA staff believes the property has potential for use by Richmond Strikers.

Ms. George moved to approve the resolution requesting the conveyance of the property and authorizing the Executive Director to accept the deed and execute an access and use agreement with Benedictine Schools of Richmond, Inc. Ms. Coleman seconded the motion. Hearing no discussion, Mses. Coleman, George, and McFarland, and Messrs. Crawley, Knott, and Yob all voting "aye". The motion passed.

Glover Park Update

Mr. Bickmeier reported that HSEA had two responses to the Glover Park RFI. HSEA had a call with both parties. HSEA will take the next two weeks to advance negotiations with follow-up by the end of February, and HSEA staff hopes to finalize negotiations by the end of March. A "clover" baseball field complex is planned for Glover Park. Mr. Bickmeier noted potential concerns about the current planned location of restrooms and concessions. He also noted there is the potential for the County to develop two additional fields elsewhere in the park. Mr. Bickmeier said that HSEA will keep the Board informed of the progress. Mr. Yob stated that Mr. Hart is preparing the Glover Park schedule and a revised budget. Mr. Bickmeier said HSEA will look for efficiencies by coordinating County and HSEA development. Mr. Yob stated the road design and specifications are complete and that wetlands credits have been obtained. He noted that the critical part is now obtaining permits from the Army Corps of Engineers. Mr. Murphy asked if a survey had been scheduled. Mr. Yob answered no and stated the property for HSEA needs to be surveyed so that the subdivision can be finalized. Ms. McFarland agreed to inquire about the surveying. Mr. Knott asked if CHA could do the survey. Mr. Yob indicated CHA could do it.

Committee Reports

Ms. Minor joined the meeting remotely. Mr. Yob asked for committee reports.

Marketing

Mr. Yob reported that the Marketing Committee now includes Ms. Coleman as a member. Committee members visited two facilities: Dorey Park and Glen Allen Softball complex. He acknowledged the Dorey Park softball fields restroom concerns. The committee is reviewing public comments regarding facilities and looks forward to future facility visits for identifying potential upgrades for user comfort.

Facilities / Events

Ms. Coleman reported that the Facilities / Events committee received a list of deliverables discussed during the January committee meeting. The committee received a 2022 to 2023 comparison of all tournaments held. To date, more events are slated for 2023 than 2022. The committee also received a Sports & Events Center informational document that will be used for marketing.

Strategic Planning

Mr. Knott reported that Microsoft Teams is set up. The committee looks forward to reviewing the plan when submitted by the Strategic Planning consultants.

Finance

No report.

Executive Director's Monthly Update

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

A rundown of the Sports & Events Center schedule will be provided during the March BOD meeting.

Mr. Bickmeier informed the Board of the consideration of an outdoor digital video board for the building's exterior instead of physical lettering. He indicated that this proposal would be presented to Mr. Brandon Hinton, Deputy County Manager for Administration. Mr. Knott asked if the signage would fall under FF & E. Mr. Bickmeier responded yes.

Mr. Yob inquired about the potential for freeway digital billboard. Mr. Bickmeier responded that HSEA has had preliminary discussions with the hotelier Neil Amin, who has interest in freeway marquees.

Mr. Bickmeier stated that the Henrico Baseball Classic tournament and Baseball Summit fit into two of HSEA Key Pillars: Homegrown Events and Growth and Development of Sports.

Mr. Yob asked how the Belmont First Tee rounds look now. Mr. Bickmeier responded noting that rounds of golf were strong in 2022 and that 2023 rounds are expected to increase once the weather warms.

Mr. Bickmeier stated the GreenCity and ASM global partnership announcement was held on February 13. ASM is expected to be a solid partner and good for the region. ASM affiliates already manage two Richmond venues, Altria Theater and Dominion Energy Center.

Mr. Bickmeier stated that bi-weekly meetings will be scheduled with Mr. Zannino, Director of Recreation and Parks. The meetings are designed to continue thorough communication between Recreation and Parks and HSEA. They will provide time to look at upcoming and past events. HSEA created an Action Report that will assist in event feedback and follow-up. The bi-weekly meetings offer an opportunity to maintain good dialogue, face to face scheduled events discussion, and to say thank you to the R&P team.

Mr. Yob reported that there was a budget amendment to the Wilkinson Road bridge construction and that once the bid has been awarded, the road will be closed for possibly 1.5 years with expected detours. He also mentioned that there is a potential for Richmond Henrico Turnpike construction including a 12-foot sidewalk. If approved, this could be significant road construction and both road construction projects could have an impact on Richmond Raceway race traffic. Mr. Bickmeier noted that the potential road closures need to be communicated to tournament organizers playing at the fields near Wilder Middle School.

Old Business

None.

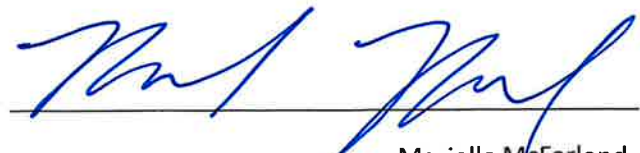
New Business

Ms. Miller announced the Sports & Events Center Grand Opening is scheduled for September 28, 5:30pm and asked the Board to mark their calendars. All members of the Henrico Board of Supervisors and the County Manager will be in attendance. She announced there will be a ribbon cutting and VIP reception, after which the center will be open to the community with an evening of activities and games on the courts, face painting and photobooths. Partners such as First Tee, Special Olympics and Sportable will participate in the grand opening.

Mr. Yob asked if there were final remarks before adjourning. Ms. Minor requested the sports center budget update to be discussed during the March meeting. She would like to be informed if there are more construction items that have not been addressed up to this point. Mr. Bickmeier responded that the budget will be discussed with Mr. Hinton on February 16, 2023, and that the budget would be included as a discussion item on the March Agenda.

Adjourn

There being no further business, the meeting adjourned at 10:43 a.m.



Marielle McFarland
Secretary

“Addendum to Minutes: Executive Director’s Update for February 2023”

Executive Director's Report – February, 2023, Board Meeting

This report is covering January updates for the HSEA.

Henrico did not host any sports tourism events during the month of January, with the majority of outdoor tournaments shutting down for the winter. The team worked on 2023 renewals for many of the outdoor tournaments, as well as working on new RFP responses and prospecting for outdoor. January was also spent prospecting for events at VCC and issuing LOIs to hold event dates at the facility.

Overall 2023 calendar of events is in process and will continue to move toward finalization; outdoor is mostly complete, while indoor will be a work in progress for the next few weeks.

A number of meetings and planning sessions continue for the Sports and Events Center:

- Operator RFP drafted
 - Issued in February
- Revenue and expense modeling being finalized
- EAP first draft complete and table top exercises being scheduled
- Marketing Collateral produced
- Rooms, Layout, Furniture, Kitchen Equipment, Sports Equipment Inventory, Budget
- Site visits with prospects
- User agreement draft continues
- Sponsorship Opportunities with local businesses and HSEA staff
 - Discussions
- IT/Broadcast
- Court Layout and Numbering
- Building Signage

Follow-up regarding RFI submittals for Glover Park commenced.

FY 24 Budget Discussions and Presentation to the Executive Review.

Office Signage design completed.

Strategic Planning Stakeholder Workshops January 23 and 24

- Overall Theme was 'Expectations and What Does Success Look Like'
- 27 attendees affiliated with HSEA: local sports groups / association leaders, business partnerships, Henrico County Leadership & Department Heads, HSEA Staff
- Participants divided into four 90-minute group sessions

HSEA Awareness & Marketing

- Team continues to attend meetings, speaking engagements and provide site visits to share our mission and to educate stakeholders, local businesses, organizations, and the general public on the Henrico Sports & Events Center at VCC and GreenCity as well as Henrico County's Sports Tourism:
 - PRAC Meeting Presentation
 - EDA BOD Presentation
 - Richmond International Airport - Strategic Planning Meeting and Commission Meeting Presentations
 - Fairfield Constituents Meeting Presentation
 - VCU / Ed McLaughlin VCC Site Visit & Tour
 - DSA Meeting – School Athletic Directors
 - HCPS VCC Site Visit & Tour
 - Scott Sutton F&P VCC Site Visit & Tour

- Henrico Baseball Summit – January 18
 - The purpose was to bring local baseball youth association presidents together to discuss strategies for growing the game of baseball at the grassroots level in Henrico County

- Henrico Baseball Classic
 - First 'homegrown' signature event will showcase local and travel league teams May 26 – 29
 - Also looking at other sports to produce something similar in the future
 - Partnering with Premier Sporting Events of Virginia
 - Logo & flyer created
 - Press Release on January 19
 - Registration is currently at 60 teams

- Belmont First Tee
 - Committee members appointed by BOS for the 2023 – 2025 term
 - Quarterly committee meetings
 - Met with First Tee and potential food & beverage provider
 - 1st Quarterly meeting planning/agenda established

- 804 Coaches for Change
 - Prospect for moving events to VCC
 - Prepared a proposed business plan

- Tradeshow & Convention Attendance for 2023
 - Registered for ChamberRVA InterCity Trip and the Sports ETA Chief Executive Summit -Dennis Bickmeier
 - Registered for the Sports ETA Symposium – Megan Hazzard and Michael McCormack
 - Additional Opportunities for attendance under consideration

- Henrico County Student Government Day
 - Introductory meeting with SGD student Abigail Mulvaney, Godwin High School followed by periodic office attendance
 - Assigned project: VA250 Historical Celebration 5k Scope of Work
 - Provide Abigail with overview of county and HSEA

Printed Articles

- Henrico County Sports and Events Center now Under Roof – The Henrico Citizen, video
- Inaugural Henrico Baseball Classic Planned for May – The Henrico Citizen
- Sports & Entertainment Authority to host Baseball Classic Youth Tournament – NBC 12
- Henrico Baseball Classic Dates Announced - Richmond Free Press

