



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, January 18, 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
Sheila S. Minor, Treasurer
Marielle McFarland, Secretary
J. Oscar Knott
Yvette D. George
Kayla Coleman, Vice Chair
Vaughan Crawley

DIRECTORS ABSENT

None

DIRECTORS PARTICIPATING ELECTRONICALLY

None

OTHERS PRESENT

Dennis Bickmeier, HSEA Executive Director
Dawn Miller, HSEA Staff
Michael McCormack, HSEA Staff
Megan Hazzard, HSEA Staff
Jacque Frame, HSEA Staff
Tom Yeager, HSEA Staff
Ryan Murphy, Deputy County Attorney

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

Election of Officers

Mr. Yob noted the first order of business for the new year is to elect officers. Ms. McFarland made a motion to nominate the out-going officers for re-election to their offices, which was seconded by Ms. Minor. The nominating motion passed with Mses. Coleman, George, McFarland, and Minor and Messrs. Crawley, Knott, and Yob voting "aye". Hearing no other nominations, Mr. Yob asked the board to vote on each of the four nominations separately, as follows: Steve Yob for Chair, Kayla Coleman for Vice Chair, Sheila Minor for Treasurer, and Marielle McFarland for Secretary. Steve Yob was elected Chair, with Mses. Coleman, George, McFarland, and Minor and Messrs. Crawley and Knott voting "aye". Mr. Yob abstained. Kayla Coleman was elected Vice Chair, with Mses. George, McFarland, and Minor and Messrs. Crawley, Knott, and Yob voting "aye". Ms. Coleman abstained. Sheila Minor was elected Treasurer, with Mses. Coleman, George, and McFarland and Messrs. Crawley, Knott, and Yob voting "aye". Ms. Minor abstained. Marielle McFarland was elected Secretary, with Mses. Coleman, George, and Minor and Messrs. Crawley, Knott, and Yob voting "aye". Ms. McFarland abstained.

Approval of the November 16, 2022, Minutes

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

Introduction of New Employee, Megan Hazzard

Mr. Bickmeier introduced Megan Hazzard, Manager of Business Development & Event Operations. Previously employed at Richmond Raceway as Director of Events and Sales, Ms. Hazzard managed some of the largest tradeshow and revived the Amphitheatre and secured top artists year after year. She is well known in the music industry.

Ms. Hazzard's focus will be new business development, including business development for Virginia Center Commons. She is working closely with Mr. McCormack, who focuses on business retention.

Ms. Hazzard and Mr. McCormack are attending the Director of Student Activities for Henrico County High Schools meeting on January 18. HSEA has a strong relationship with this group and looks forward to working together on events going forward.

Mr. Yob welcomed Ms. Hazzard to the Authority and noted his appreciation for the experience she brings to the county.

Amendment to Bylaws

Mr. Murphy introduced an amendment to Article VI, section 6 of the bylaws. He noted that it is a simple housekeeping amendment to reflect the fact that HSEA does not have a nominating committee. Mr. Yob asked if there was any discussion. Hearing none, with a motion from Ms. George, seconded by Ms. Minor, the motion passed with Mses. Coleman, George, McFarland, and Minor and Messrs. Knott, Crawley, and Yob voting "aye".

Strategic Planning Update

Mr. Bickmeier reminded the Board that HSEA hired The Collective Best to provide strategic planning services. Their team will be in town January 23 and 24 to perform workshops with our stakeholders. These workshops will help formalize our workplan and will benefit the Strategic Planning committee. We will work in conjunction with Collective Best on HSEA's vision, mission and how we interact with our stakeholders and partners. They will also provide expense planning and strategies to prioritize revenue opportunities. Ms. Frame is preparing the workshop groups. Once finalized, the workshop details will be provided to all participating board members, county employees and stakeholders. Mr. Yob affirmed the need for the workshop and noted he looks forward to participating.

Glover Park Update

Mr. Bickmeier announced the next steps in the Request For Information process. Two responses were received and reviewed by staff with follow up interviews with each organization planned as the next step. HSEA will include Recreation and Parks in discussions to further their Glover Park partnership. Recreation and Parks is preparing for construction. Ms. MacFarland asked what needs to be done before construction. Mr. Bickmeier answered by noting road and other amenities are currently being planned and designed. HSEA and Recreation and Parks also need to agree on the number of fields.

Mr. Bickmeier noted how important the infrastructure is to this construction project and is being planned with the guidance of the Army Corps of Engineering and Recreation and Parks. Mr. Yob said that Lambert Way goes into the park and will be the primary access point. Mr. Bickmeier recognized the HSEA's liaison from Recreation and Parks, Tom Graves, and mentioned that he works closely with the HSEA team and is a great asset. Mr. Graves keeps the HSEA team informed of developments regarding Pouncey Tract, Virginia Center Commons, and Glover Park.

Henrico Sports & Events Center Operator RFP

Mr. Bickmeier informed the Board that HSEA is very close to finalizing the draft for the Henrico Sports & Events Center Operator Request for Proposals. The County Manager and Deputy County Manager Hinton will review next, and the goal is to send the RFP out shortly thereafter. HSEA has received

promising interest and inquiries regarding the RFP. HSEA is doing prep work to promote a seamless handoff to the operator. Mr. Bickmeier affirmed the positive movement on the programming side which will make it easier for the operator to take over. Mr. Bickmeier stated that if the RFP goes out by the end of the month the operator could be in the building by June or July.

Mr. Knott inquired if the Authority is working with Jianchong Luo. Mr. Bickmeier answered affirmatively, and mentioned that Mr. Luo has been extremely helpful. Mr. Knott mentioned that the Authority needs to be aware that negotiations for operator agreements can be time consuming. Advance work on revenue and expense modeling will help the process along. It was recommended that the RFP ask offerors to respond with a proposed agreement that can be used as a template for a final agreement.

Committee Reports

Mr. Yob asked for committee reports.

Marketing

Mr. Yob presented the Marketing Committee report. Ms. Kayla Coleman was appointed to the committee, and Mr. Yob is serving as the committee chair. Ben Sheppard, Director of Henrico County Public Relations, serves the committee in a non-voting role.

Mr. Yob reported that the Marketing Committee is familiarizing itself with current facilities so that it can be most effective. Ms. Miller has provided a facility list to tour over the next 10 days. The goal is to ensure user experience is positive and make sure each facility is in good shape. The committee will use customer comments as a guideline. The members will schedule visits to events like Jefferson Cup so the committee can see how events are run and be more aware of HSEA's role.

Finance

Mr. Crawley presented the Finance Committee report. Mr. Crawley is serving as the committee chair. He began by stating the purpose of the committee, which is to understand revenue sources and different streams of revenue. Examples of revenue streams are or will be the Sports & Events Center at Virginia Center Commons, RF&P rental fees, and historical tournaments. The committee discussed expectations that GreenCity will have a separate operator and the potential effect on HSEA. Homegrown events such as the Henrico Baseball Classic will provide a revenue stream.

Mr. Crawley noted HSEA has ongoing events. HSEA has a 7-year proforma ongoing but will not have much of an increase for the FY23/24 budget. The few increases are due to advertising / marketing and educational travel for staff to conferences.

The startup of the VCC facility will incur operator fees and it needs to be determined where the backfill will come from. Mr. Bickmeier stated that the Henrico County allocation will support those finances and that when the operator agreement is finalized, HSEA will get a better understanding of the gap. Special insurance coverage for the types of events HSEA will sponsor has been purchased. The premium will potentially increase as more events are scheduled.

Facilities

Ms. Coleman presented the Events / Facilities Committee report. Ms. Coleman is serving as the committee chair.

She informed the Board that the committee reviewed the purpose of the committee which is to research mid to long term events acquisition and facility development with guidance from staff. She also announced that the goals for this committee are to utilize committee members to bring an outside perspective when needed for evaluating policies and priorities for events and to identify sporting events and non-sporting events to target to host in Henrico County.

The committee brainstormed action items for 2023. They are considering providing a list of facilities (indoor and outdoor) and to determine what types of events the committee will prospect for. Ms. Coleman noted the importance of prioritizing inclusivity and diversity of events such as casting a wider net on female oriented sports, DEI, and non- sporting events.

The committee discussed long term play and the health of sports and youth development and that engagement with youth is necessary to retain players and grow. Engagement with parents is also needed to build the pipeline for coaches, umpires, and volunteers. The quarterly meeting dates have been set for April 10, July 10, and October 9.

Strategic Planning

Mr. Knott presented the Strategic Planning Committee report. Mr. Knott is serving as committee chair.

Mr. Knott shared how the committee members discussed the upcoming stakeholders' workshop. The results of the workshop will greatly benefit this committee and they will incorporate the results in future committee meetings. The committee discussed the vision that will be needed for drafting the strategic plan. The quarterly meetings have been scheduled.

Mr. Yob stated that the committees should continue using HSEA staff as a resource and keep them in the loop.

Ms. McFarland asked if committee members can appoint non-board member county employees. Mr. Murphy responded that the bylaws do not specifically address that. He suggested that county employees could regularly participate for consultation and advice but should not be voting members, so that the committee recommendations are reflective of Board participants. He stated further that the committees serve advisory roles. Only the Board can bind HSEA and take action. Therefore, committees can make recommendations to the Board but all action items must be presented to the full Board.

Ms. Minor noted there is the potential for committees to overlap on items, so she suggested relying on HSEA staff to inform committee members if committees overlap in action since HSEA staff will have daily interaction and conversation with each other. Mr. Bickmeier responded that HSEA will include this on the weekly staff meeting agenda.

Mr. Yob acknowledged the good work being done by all and asked for it to continue, ensuring a good foundation for the future.

Executive Director's Monthly Update

Report is included as an addendum at the end of the minutes.

Ms. McFarland asked if HSEA will be able to perform website analytics. Ms. Miller's answer was that IT will provide 'back of the house' data. Mr. Bickmeier continued the thought by informing the Board that HSEA needs to build a database of our consumers, through facility rentals as well as the website. He also noted that HSEA needs to determine how to stay engaged with them from a consumer aspect.

Mr. Yob stated that private companies buy and sell consumer location data. Public Works uses this data to perform traffic studies as it relates to vehicle speeds, stopping, and moving vehicles.

Ms. Minor inquired about HSEA attendance to major conferences to promote HSEA and Henrico Sports Tourism in conjunction with RRT supporting and bringing in sport events for the region. Mr. Bickmeier and Ms. Miller confirmed HSEA invites RRT to join HSEA in displays.

Ms. McFarland asked Mr. Bickmeier whether he would like for Recreation and Parks to be present for HSEA's budget presentation during the Executive Review. Mr. Bickmeier responded yes and informed Ms. McFarland that the HSEA time slot is 4:15pm, January 30.

Old Business

Mr. Bickmeier noted that the revised official seal image had been circulated. Ms. Frame explained that the revision moved "EST 2022" directly below "Henrico Sports and Entertainment Authority" and noted that Mr. Murphy confirmed the revision accorded with the description in the bylaws. Ms. Frame displayed the seal image to the Board.

New Business

None.

Adjourn

A motion to adjourn was made by Ms. Minor and seconded by Ms. George with Mses. Coleman, George, McFarland, and Minor and Messrs. Crawley, Knott, and Yob voting "aye".

Meeting adjourned at 10:50 a.m.



Marielle McFarland
Secretary

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

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

This report is covering November and December for the HSEA.

Henrico hosted 7 tournaments during the month of November. Three of the tournaments were sports tourism events booked through the HSEA. Please note that Recreation and Parks does host some tournaments that are mostly local and/or are produced by a local promoter or benefit a local youth association. These tournaments are booked through the Recreation and Parks Sports Department, and at times, these tournaments do include some out-of-town teams.

The three tournaments referenced above were all soccer related in conjunction with the Richmond Strikers. There were 713 total teams, with 398 being from out of town. The economic impact was estimated at \$7.45 million.

Henrico did not host any sports tourism events during the month of December, with the majority of outdoor tournaments shutting down during the month. December of 2023 will look much different with the opening of the indoor facility.

Megan and Michael are engaged in a number of scheduling discussions for the Henrico Sports and Events Center for late 2023 through 2024.

A number of meetings and planning sessions are being held in regard to the VCC facility:

- Rooms, Layout, Furniture, Kitchen Equipment, Sports Equipment Inventory, Budget
- Site Visit and meeting with Henrico County agencies: Emergency Management, HPD, HFD, and R&P
- Other site visits with prospects
- User agreement draft
- Sponsorship Opportunities with local businesses and HSEA staff
- Revenue and expense modeling/Rental rates
- Sport Scheduling
- EAP
- IT/Broadcast
- Electrical
- Court Layout and Numbering
- Building Signage
- An RFP for an Operator agreement is in final draft form. Anticipate release of the RFP within the next two weeks.
- Walk through with HCPS officials on 1/24

2 RFI submittals for Glover Park have been received and reviewed. Follow-up is scheduled for this week.

Overall 2023 calendar of events is in process.

Richmond Region & HSEA 2023 Planning Session set 2023 goals, discussed potential 2023 & 2024 bids, determined which events to bid on, reviewed VCC tentative 2023 calendar of events & pricing.

The HSEA team continues to attend meetings and speaking engagements to share our mission and to educate 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. In addition, Dawn is active with

producing and supplying marketing materials regarding our efforts and the new facility, as well as working with County PR to garner coverage of events and activities.

Recent Speaking engagements:

- Virginia Association of Counties – annual conference
 - VRLTA Introductory Meeting
 - VA-1 Tourism Summit attendance
 - Whimby – What’s Happening in My Backyard
 - U.S. Sports Congress
- Coverage:
 - Henrico EDA Approvals Set Stage for massive GreenCity Development – BizSense
 - \$16 Million Renovation, Expansion of Tuckahoe Little League Complex Planned – Henrico Citizen
 - Welcome Henrico Sports & Entertainment Authority! – County Connection
 - Topping Off Ceremony for the Henrico Sports & Events Center on Thursday, December 8 generated a lot of local news and social media coverage. About 75 Henrico County officials, staff, community members and regional sports representatives were on hand to commemorate the moment for the facility
 - “I’m just happy” Henrico Native and WBNA Player Speaks on Brittney Griner’s Release – NBC News, video only
 - Beam Signing Ceremony Held for Henrico Sports and Events Center – WRIC News
 - Henrico Enters Development Agreement for GreenCity – NBC News
 - Henrico News Minute – GreenCity CDA – Henrico Citizen
 - Henrico Officials Host Topping Off Ceremony for Sports and Events center – Henrico Citizen, video only – no written content

The HSEA team is set to hold its first Baseball Summit on 1/18 with local youth associations and Little Leagues. The purpose is to garner information on the state of baseball in Henrico and formulate a strategy for development and sustainability in the county.

HSEA in partnership with Premier Sports will be announcing its Inaugural Henrico Baseball Classic to be held Memorial Day weekend. First attempt to co-promote/partner with an organization to produce a “home grown” event.

The HSEA is looking at other sports as well for future strategy and visioning discussions.

The Collective Best will begin work on the HSEA’s strategic plan January 23-24 with a series of workshops.

GreenCity discussions ongoing with private side developer, as well as potential user groups.

Belmont First Tee – new committee members have been seated; 2 holdover committee members from original group. HSEA is now the day-to-day liaison with the committee and First Tee. HSEA has drafted a list of “key focus areas” for committee members to review and prioritize for 2023. The committee will meet quarterly.

Meeting with High School Directors of Student Activities – continue dialog and updates from HSEA.