



**Sports & Entertainment
Authority**

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 10:30 a.m. on Wednesday, November 16, 2022, 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, SEA Staff
Jacque Frame, HSEA Staff
Tom Yeager, HSEA Staff
Ryan Murphy, Deputy County Attorney

Mr. Yob called the meeting to order at 10:30 a.m.

Approval of the October 19, 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 Ms. George, the motion passed with Mses. Coleman, George, McFarland, and Minor, and Messrs. Crawley, Knott, and Yob voting “aye”.

Resolution - Award of Contract – The Collective Best

Mr. Bickmeier presented a proposed resolution to award a contract for strategic planning services to The Collective Best. Mr. Bickmeier explained that HSEA staff, with the County’s Purchasing Division, issued an informal Request for Proposals in September, seeking proposals from firms to assist HSEA with strategic planning with a five-year outlook. Mr. Bickmeier stated that staff had reviewed the proposals and determined that The Collective Best had submitted the best proposal. Under the contract, The Collective Best would provide strategic planning services, and HSEA would pay The Collective Best \$30,000, payable in three installments: \$15,000 at signing, \$7,500 upon completion of phase 2 of the project, and \$7,500 upon completion of phase 3 of the project.

Ms. Minor moved to approve the resolution and award the contract to The Collective Best, Ms. Coleman seconded the motion. The floor was opened for discussion. Ms. Minor asked how many bidders submitted proposals, and Mr. Bickmeier responded that two firms had submitted proposals with similar prices but that HSEA staff felt The Collective Best spoke the HSEA language and provided a better fit. Ms. Minor inquired how the HSEA strategic plan will fit our community plans. Mr. Bickmeier explained that The Collective Best plans to meet with Richmond Region Tourism, and one of the principals is a Richmond native with roots in Virginia Union University and Jackson Ward, so the agency possesses personal knowledge of the metropolitan area offering community connectivity. Mr. Yob asked why HSEA staff had chosen to go with an outside service, and Mr. Bickmeier responded that The Collective Best will provide strategic guidance and guardrails for HSEA. Because HSEA cannot be everything to everybody, guardrails are necessary to provide a roadmap. Mr. Bickmeier continued, explaining that HSEA is a hybrid of EDA, sports commission, and sports tourism agency, and needs assistance melding these elements. HSEA is writing the play book as it goes, and many localities are watching us. This playbook will help HSEA and other similar entities.

No further discussion, the motion passed with Mses. Coleman, George, McFarland, and Minor, and Messrs. Crawley, Knott, and Yob voting “aye”.

Presentation of the Official Seal

HSEA staff displayed the seal image on screen. Mr. Bickmeier noted that the seal details are include in the bylaws.

Mr. Yeager suggested moving “2022” to beneath the HSEA logo. Mr. Murphy confirmed that the description in the bylaws would remain accurate even after making this adjustment. Ms. Minor asked about the location of Henrico County on the logo’s map of Virginia to which Mr. Bickmeier noted that the County is represented by the ball. Ms. Frame will circulate the revised seal to the board members via email.

Approval of Bylaws

Mr. Bickmeier presented the proposed bylaws included in the Board's agenda packet for approval. Mr. Yob asked if there was any discussion. Hearing none, with a motion from Ms. George, seconded by Ms. Coleman, the motion passed with Mses. Coleman, George, Minor, and McFarland, and Messrs. Knott, Crawley, and Yob voting "aye".

Discussion - Committees, Expectations of a Board Member

Mr. Bickmeier introduced the four committees and stated purposes in addition to what the members' main focuses will be.

Mr. Bickmeier introduced the document titled "Expectations of a Board Member" and stated its importance. He continued by saying that with the anticipation of the future transition of the HSEA board, it is important to have these guidelines set in place. He brought the Board's attention to the mission / vision statement under development and noted that zeroing in on HSEA's mission / vision is an expected output of the strategic planning contract.

Mr. Bickmeier indicated the frequency of committee meetings is not specified but suggested quarterly. Mr. Murphy asked the Board to coordinate scheduling the committee meetings with Ms. Frame to ensure timely and appropriate notices go out to committee members and the public. Mr. Yob suggested meetings begin the first quarter of 2023, and reminded Board members that, once selected, committee chairs should coordinate schedules with Ms. Frame.

Board Member Committee and Staff Liaison Appointments

Mr. Yob appointed members to each committee as follows:

Finance - Mses. Minor and McFarland, Mr. Crawley and Ms. Frame as staff liaison

Marketing - Mr. Yob, Mr. Shephard as Public Relations & Media Services representative and Ms. Miller as staff liaison

Strategic Planning - Ms. George, Mr. Knott and Mr. Bickmeier as staff liaison

Events / Facilities – Mses. Coleman and McFarland, Mr. McCormack and Ms. Hazzard as staff liaisons

Discussion – Sports Tourism Economic Impact Calculation Tool, Portable Stage & Curtain Location

Mr. Bickmeier presented an explanation of how HSEA determines sports tourism economic impact using a calculation tool.

Ms. Coleman asked what determines an out-of-town guest. Mr. Bickmeier replied by saying that an out-of-town guest is defined as one staying overnight. Ms. Miller added that a person from outside a 45-mile radius to the facility is considered out of town guest. Mr. Bickmeier continued by saying that there is a cost estimate of \$111 for day travelers. Mr. Bickmeier noted that the formula is an international standard used by Richmond Region Tourism.

Mr. Yeager asked if there is a second calculation for big spectator events. Mr. Bickmeier responded there is not a differentiation between the two and that the calculation is the same. There isn't a local spectator calculation but there is one for the local travel piece. Ms. Miller noted that HSEA relies on the event organizer to provide numbers per event. Mr. Bickmeier informed the Board that Henrico's sports tourism economic impact does not include the Richmond Raceway or Dominion Energy Charity Classic Championship which conduct their own Economic Impact reports. Mr. Bickmeier noted that impact from TV exposure is not included either but that a dollar figure can be applied to TV exposure for impact on brand value.

Mr. Yob asked about hotel use. Mr. Bickmeier answered that traveling sports groups often use The 288 Group, a housing bureau. He also noted some book hotels on their own. Mr. Bickmeier concluded by saying that sports tourism is moving toward a 'stay to play' model where the event group books with a designated hotel with agreed rates. Mr. Yob asked about Sports Backers data. Mr. Bickmeier said he doesn't have any but can keep an eye on it.

Mr. Bickmeier transitioned to Virginia Center Commons and presented the Portable Stage and Curtain Location schematic to the Board. He pointed out the court layout and the side wall represented by the dotted line. He noted the facility has two sections: court and arena. The entire playable space is equivalent to 12 basketball or 24 volleyball courts, and the arena space has retractable and permanent seating.

Gymnasium seating is three rows high. The facility can offer additional seating via small bleachers on the outside with coaches and players inside. The facility provides flexibility by offering opportunities to have multiple types of sports playing at the same time. Ms. Minor asked about other sports such as dance and gymnastics. Mr. Bickmeier replied that HSEA will bid on such sporting events. Ms. Coleman inquired if the curtains would be sufficient to dampen sound. Mr. Bickmeier assured Ms. Coleman the sound will not impact other sports being played simultaneously. Ms. George addressed the flexibility for workout sessions. Mr. Bickmeier noted the facility has rooms on both floors, and HSEA has asked Rebkee not to wall in the rooms to promote flexible floor space. Mr. Bickmeier noted the facility needs to be used during the day while kids are in school and affirmed this is a continual HSEA conversation. Sportable is an adaptive sports club with a program at VA hospital, and HSEA is discussing the potential for day programming.

Mr. Bickmeier continued with the review of the center court layout noting it has adaptable seating, stage on the left, and folding chairs located center court. HSEA has sponsorship revenue opportunities at Virginia Center Commons by using the sound wall and scoreboard. Ms. Minor asked about the staffing needed to maintain the building. Mr. Bickmeier noted that there is additional work to be done. Mr. Knott mentioned the possibilities of college internships such as VCU Sports Leadership being a viable option.

Executive Director's Monthly Update

Mr. Bickmeier presented his report which is included as a supplement to these minutes.

An RFP was received by HSEA on November 3rd with a November 30th deadline for the A-10 Women's Basketball Tournament. HSEA and RRT are working together on the RFP. The Women's A-10 tournament agreement would be for three 3 years, 2024 – 2026. Mr. Bickmeier noted that Mr. Yeager, with his Colonial Athletic Association Commissioner experience, has been an asset with ensuring the VCC indoor recreation center is accommodating for collegiate basketball tournaments.

Ms. Miller provided a recap of Teams Conference in Oklahoma City, OK. Ms. Miller's report sparked conversation about NOVA being considered for national tournaments. During the convention, HSEA offered hard hat tours of the VCC indoor recreation center as sports governing bodies visit the east coast. Ms. Miller stated that HSEA would have a second opportunity to see sports governing bodies at the US Sports Congress event in Richmond, VA, December 5 – 7. Ms. Miller informed the Board that HSEA will give a hard hat tour for interested US Sports Congress attendees.

Special Events

December 8, 2022, Topping Off Ceremony

Mr. Bickmeier asked the board to hold December 8, 2022, on the calendars. The Board will have the opportunity to sign the beam. Ms. Minor stated she will most likely need to sign in advance of December 8.

December 21, 2022, Board Meeting

Mr. Yob mentioned that it would be problematic to have a board meeting so close to the holidays and suggested not having the meeting. Mr. Murphy informed the Board that if it is determined there would be no business to be addressed at the time, it could cancel the meeting.

With a motion from Ms. Minor, seconded by Mr. Yob, the motion passed with Mses. Coleman, George, McFarland, and Minor, and Messrs. Crawley, Knott, and Yob voting "aye".

Old Business

Mr. Murphy presented the draft All-Virtual Meeting policy contained in the agenda packet and summarized its provisions. He asked the Board to review and for further discussion at the next meeting.

New Business

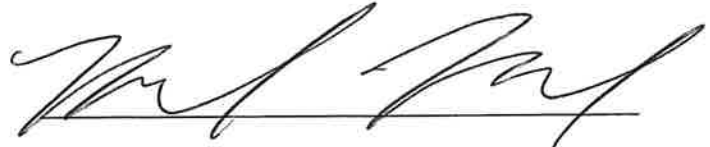
No new business

Adjourn

Adjourn

Motion to adjourn was made by Ms. George and seconded by Ms. Coleman. Mses. Coleman, George, Minor, and McFarland, and Messrs. Knott, Crawley and Yob voted "aye".

Meeting adjourned at 11:31 a.m.

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

Marielle McFarland
Secretary

“Addendum to Minutes: Executive Director’s Monthly Update for November 2022”

Executive Director’s Report - November Board Meeting

Henrico hosted 9 sports tourism events booked through the HSEA in October. As reported last month we did have 2 tournaments canceled due to the Hurricane.

1,053 teams and individuals participated in the events; 622 teams and individuals were from outside the area; The projected economic impact was \$2.6 million. The featured sports were softball, soccer, fishing and pickleball. Fishing and pickleball being the individual sports. Pickleball was played at the Pouncey Tract facility and the Springs, 22 states and 5 countries were represented.

November is soccer month with the Richmond Strikers Capital Fall Classic. 2 weeks down and 1 to go. Nearly 750 teams were slated to compete.

Awaiting the RFI submittals for Glover Park at the end of this month.

Megan Hazzard will be joining our team as the Manager of Business Development and Event Operations. Preparing her workspace and onboarding.

Michael is working on getting contracts out, tournament applications to returning events, and renewals for 2023. We need to get with Legal to get contracts drafted for VCC. Also working with Rec and Parks on a Special Events permit – we have an event to test pilot.

VCC construction continues. Equipment, FF&E and IT purchases are the priority. Going through the building with Tom Graves and Tom Yeager to identify room needs/usage for an RFP we are working on.

Have a short turn around on an extensive RFP for a 3-year event in VCC. This will be our first major submittal for the facility. We are working with RRT to complete the RFP.

Dawn and Michael are going through follow-up meetings from the TEAMS conference.

Continue to get out and tell our story – spoke to a variety of groups, including Summit Media, VA Assoc of Zoning Officials, VACO sports tourism break out group, BBB, and My Henrico Academy. We are members of VRLTA and Chamber RVA.

We have created a couple of different presentations to appeal to the vast audiences for speaking engagements.

Attended VA1 Tourism Conference for 1 day.

Website development is moving forward. We are in the content creation and writing phases. IT will build the site once the content is finalized.

Strategic Planning contract has been awarded at the approval of this Board.

HSEA staff holiday donations along with EDA and some outside support to assist PAL in their effort to donate Thanksgiving turkeys and meals for their 16th Annual Turkey Drive.