



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, October 19, 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

DIRECTORS ABSENT

Vaughan Crawley

DIRECTORS PARTICIPATING ELECTRONICALLY

Kayla Coleman, Vice Chair

OTHERS PRESENT

Dennis Bickmeier, SEA Executive Director
Dawn Miller, SEA Staff
Michael McCormack, SEA Staff
Jacque Frame, SEA Staff
Ryan Murphy, Deputy County Attorney

Mr. Yob called the meeting to order at 10:01 a.m.

Mr. Yob announced that Mr. Crawley was unable to attend this board meeting.

Mr. Yob informed the Board that Ms. Coleman was unable to physically attend the meeting in person due to a work conflict that prevents her physical attendance. Ms. Coleman requested to participate

remotely from the Women in Economic Development Conference in Chicago. Mr. Yob advised the Board that the Board would vote on her remote participation once she was remotely present. Mr. Yob noted there was a quorum.

Approval of the September 21, 2022, Minutes

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

Glover Park RFI Discussion

Mr. Yob opened the Glover Park RFI discussion by informing the Board that Henrico County's September 29, 2022, Glover Park RFI was included in the board packet. Mr. Bickmeier thanked Dawn Miller, who drafted the RFI with the guidance of Mr. Knott and Mr. Murphy. Mr. Bickmeier noted that there was a Pre-submission conference call, with voluntary attendance, on Monday, October 17, to walk through the RFI and provide an opportunity for all interested parties to learn more. The deadline for questions in response to the RFI is October 26. The deadline for interested parties to submit SOIs is November 30, 2022, with staff planning to review during the month of December. The expected end date for construction is Spring 2025.

The Board was reminded by Mr. Bickmeier that 20 acres of land will be conveyed to HSEA by the County as part of the revised Glover Park master plan. This conveyance is an opportunity to add to the sports portfolio in the County and will provide a tournament level complex primarily for high school age baseball players. Currently tournament organizers are using high school facilities. Glover Park will ease the stress on the school facilities. The County is excited about the opportunity. It was noted that the County already has many facilities to accommodate lacrosse and soccer.

Mr. Yob asked if the Board had any questions or would like to add information.

Mr. Yob noted this is not a procurement; it is a real estate transaction. Mr. Bickmeier discussed how HSEA needs to outline the business arrangement and purpose of the park to the owner / operator. HSEA is asking interested parties to provide a number of dates that HSEA can book separately or in partnership with the owner / operator.

Mr. Bickmeier explained that the operator would generate revenue from events at the facility; that it is an opportunity for them to work with youth associations in the community, operate their clinics, along with many other opportunities including operating the concession stand, or they could choose to have a 3rd party manage it. Mr. Yob noted that the chief concern is that HSEA needs to nail down the footprint so we can inform the ACOE.

Mr. Yob continued the discussion by transitioning to wetland mitigation. He acknowledged that it will take time to get stream credits, but that the County and HSEA are working with consultants to develop paths forward.

Mr. Knott stated that it is important for the County and HSEA to obtain the credits because a developer from another market may not understand some of the nuances in the Virginia credit market.

Bylaws Discussion

Mr. Bickmeier directed the Board's attention to Article VII – Committees. Mr. Bickmeier proposed four committees: Finance, Marketing, Strategic Planning, Events / Facilities. He explained that the committees in the initial draft based on the Henrico EDA do not meet the HSEA needs. He also proposed having a HSEA staff liaison on each committee.

Mr. Bickmeier then asked for clarification on the definition of the "record book" in Section IV.5, in which meeting minutes are kept. He asked if this is an appropriate term to use today. Mr. Murphy responded that HSEA can maintain a full physical record and also post minutes online. Mr. Murphy suggested that the term be left and that he would review the record retention requirements for minutes. He also indicated that the County keeps its minutes via FileNet and that there are also paper copies of past minutes.

Ms. George asked about the \$1500 threshold for expenses in Section IV.6. Mr. Murphy stated that this was a separate threshold from the \$25,000 threshold for authority to award and execute contracts. In his view, this threshold was intended to allow the Executive Director to authorize incidental expenses, such as travel or office expenses without asking the Treasurer to authorize such expenses. Ms. George proposed increasing the Executive Director's expense authorization from \$1,500 to \$10,000 because the \$1,500 would very frequently be exceeded. Staff's recent travel to a conference tradeshow serves as an example. Mr. Murphy stated that he would revise this section of the bylaws for the Board's final discussion and approval during the November 16 meeting.

Mr. Knott drew attendees' attention to Article VI, Section 3, which permits the HSEA Chair (or Vice Chair in certain circumstances) to declare weather or other conditions too hazardous to attend a scheduled meeting and thereby continue the meeting to the following Wednesday. He inquired if there could be an option for all-virtual virtual meetings. Mr. Murphy mentioned that this option could be considered but that County-wide closures due to weather could complicate matters. He noted that FOIA provides for other emergency situations and that FOIA does permit the Board to adopt a policy to allow for all-virtual meetings as well. The difficulty will be implementing the procedures to ensure the public can join virtually and without interruption in transmission. He offered to create a draft for review.

Ms. Minor drew attendees' attention to Article VIII, which pertains to staff. She noted that — in the future — additional employees and positions may be approved by this Board, while the Executive Director may hire and supervise other employees. However, while HSEA is in its transitory period and is not financially independent, HSEA staff remain County employees. She remarked that the Board is building these bylaws in the anticipation of 2024 when the HSEA Board of Directors transitions to a community board in 2024.

Mr. Yob noted the purpose of the four committees have been outlined in draft form to guide discussion during the November meeting. Mr. Yob asked that the description of the committees be included with the minutes.

2022 HSEA BOARD COMMITTEES

Finance

Purpose: Develop Financial Resources to support strategies in conjunction with staff; advise financial performance and risk management.

Membership: TBD, Chair
TBD, Member
TBD, HSEA Staff Liaison

Marketing

Purpose: Examine, enhance, and support proposed marketing initiatives proposed by staff; offer cutting edge concepts that might be considered for future marketing initiatives.

Membership: TBD, Chair
TBD, Member
TBD, HSEA Staff Liaison

Strategic Planning

Purpose: Clarify our Mission and Vision with the assistance of staff; advise of our Key Strategies; define Key Priorities.

Membership: TBD, Chair
TBD, Member
TBD, HSEA Staff Liaison

Events / Facilities

Purpose: Research mid to long term events acquisition and facility development with guidance of staff.

Membership: TBD, Chair
TBD, Member
TBD, HSEA Staff Liaison

Ms. Minor stated that she assumed the Treasurer and Executive Director both were authorized signatories for HSEA checks. Mr. Murphy agreed. Ms. Minor also noted that the Board could delegate or authorize other signatories.

Committees, Official Seal Discussions

Mr. Bickmeier suggested that the HSEA staff draft the seal. HSEA staff will design and present the seal at the November 16 meeting.

Executive Director's Monthly Update

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

Mr. Bickmeier would like to share the Sports Tourism Economic Impact calculating tool for a future board meeting discussion item.

Business Management and Event Specialist position interviews begin the week of October 24, 2022.

Mr. Knott inquired about the plans for the Henrico Sports & Events Center and procuring an operator under the Public Procurement Act or PPEA. He remarked that operating services would be considered a nonprofessional service which would be a standard request for proposal. Mr. Bickmeier also noted potential for some build out on the F&B side of the center and some opportunity for plug and play. Mr. Bickmeier noted that staff would review in advance of the November 16th Board meeting to evaluate options for a request for proposal or other procurement.

Ms. Coleman called into the meeting, and Mr. Bickmeier paused the Executive Director's report.

Mr. Yob reminded the Board that Ms. Coleman was unable to physically attend the meeting in person due to a work conflict that prevented her physical attendance and that she had requested to participate remotely from the Women in Economic Development Conference in Chicago. Mr. Yob stated that the Board had made arrangements for Ms. Coleman to be heard by all persons at the meeting location and confirmed that a quorum was present. He moved that the Board approve the electronic participation in the meeting by Ms. Coleman with a second by Ms. Minor. Ms. George, McFarland, and Minor and Messrs. Knott and Yob voted "aye".

Mr. Bickmeier resumed his report by informing the Board that Dawn Miller and Michael McCormack are attending the TEAMS '22 tradeshow in Oklahoma. This is a highly attended tradeshow, and SEA will have a display that will receive significant foot traffic, along with preset individual appointments, which is a very important part of the conference. Richmond Region Tourism is also attending as a joint venture.

The Board was provided time to ask follow-up questions of the Executive Directors report:

Mr. Yob asked Mr. Bickmeier to explain how opportunities come to SEA. Mr. Bickmeier described two ways: one way is through RRT which is constantly looking at RFPs for tournament organizers and a second way is through HSEA prospects as well actively meeting with VHSL and NCAA and other organizations. Michael McCormack added that previous tournament organizers are renewals in addition to new events. There is an RFP database. HSEA maintains college sports-related relationships outside the County. Some opportunities are word of mouth, Ultimate Frisbee for example. Trade publications allow HSEA to market and advertise to prospective partners. Organizers have our trust, so they return. Trust is an important factor. We have opportunities to bid on national events, because organizers know we will be there when the organizer calls during an event. We can't do this without Rec & Parks, our relationship is critical with their work force. Tournament organizers talk within their 'group'. National Governing bodies are seeking us out at tradeshow like TEAMS '22. Social Media plays a role as well.

Mr. Knott inquired about the entertainment side. In response, Mr. Bickmeier informed the Board that the Celtic Festival and Highland Games will hold what is considered the national festival finale at Dorey

Park in November 2023. He added that concerts are 'forward looking' to the Green City on the larger scale and VCC on the small arena side. HSEA is looking at opportunities but not aggressively since the facility is still under construction. In the meantime, therefore, HSEA is considering small concerts to be held at current facilities and parks. This gives HSEA an opportunity to work with a test market of 1500 to 2000 while knowing space and parking can max out and focusing on the indoor side. The opportunity for music in the County is strong, but HSEA is still evaluating where it falls on the priority list. There hasn't been a facility that can handle 3500 – 4500 attendees. Mr. Yob suggested that Cultural Art Center engagement should be considered. Rec & Parks representative serves on the Cultural Art Center Board, so there may be an opportunity to work with them to amplify their message.

Mr. Bickmeier continued, stating that Henrico Sports & Events Center has a portable stage located where the sound curtain will come down. Design images will be created and provided to the Board of Directors.

Mr. Bickmeier explained that segmentation is being built into the Henrico Sports & Events Center to allow flexibility, especially for groups Monday – Thursday. Ms. George inquired about wellness events being hosted at the center, and Mr. Bickmeier confirmed that HSEA envisions that the use of the space during the weekday will be community oriented — such as for wellness classes like yoga. Local community groups are interested in using the space, and staff expects it will pick up once the center gets closer to opening. HSEA has not announced that space will be open since the operator schedule is yet-to-be-determined. Graduations are a priority and will get scheduled first.

Mr. Yob closed by saying "Great report and thanks for the feedback".

Ms. Minor asked whether Glover Park had been officially transferred to HSEA. Mr. Murphy stated that the conveyance had been approved and the Master Plan had been amended, but a subdivision would need to occur before the conveyance. Mr. Yob stated that HSEA could make sure the subdivision is included in the scope of work for the contractor. Ms. McFarland asked if the operator would pay real estate tax. Ms. Minor stated yes, the operator would pay tax on the improvements. Mr. Bickmeier explained further that the land would be owned by HSEA, with a ground lease to the operator.

Schedule Upcoming Meetings

Mr. Knott made a motion to start the November 16, 2022, meeting at 10:30 a.m. with a second by Ms. Minor. Mses. Coleman, George, McFarland, and Minor and Messrs. Knott and Yob voted "aye".

Ms. McFarland suggested that the Board take up the scheduling of the December meeting during the November 16 meeting.

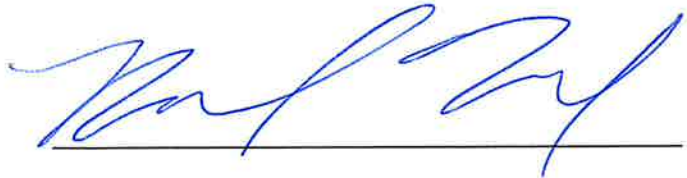
Old / New Business

Mr. Yob noted the Bylaws will be updated and circulated in advance to allow the Board to vote in the November meeting.

Adjourn

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

Meeting adjourned at 11:12 a.m.



Marielle McFarland
Secretary

