

# Durham Sports Commission

## Board of Directors

*Minutes of the Tuesday, April 4, 2017 Session*

### **Meeting of the Board of Directors**

Directors present: Chairman Omar Beasley, Vice-Chairman George Habel, Treasurer/Secretary Terrence Holt, Directors Dan Hill, Tommy Hunt, Chris Kennedy, Ingrid Wicker McCree, & Dwight Perry.

Directors absent: Desmond Scott

### **Official Welcome**

Chairman Omar Beasley called the session to order at 12:01 PM in the Durham Convention & Visitors Bureau and welcomed those present.

### **Agenda**

Chairman Omar Beasley called for any director having a perceived conflict of interest with an item on the agenda to state that conflict and no directors came forward.

Chairman Omar Beasley asked for consideration of approval of the Agenda. A motion was made by Director Chris Kennedy and seconded by Director Dan Hill to approve the agenda. The motion passed unanimously. (1 min)

### **Approval of the Consent Agenda Items**

Chairman Omar Beasley asked for consideration of approval of the items on the Consent Agenda or to indicate a request to remove an item from Consent. A motion was made by Director Dan Hill and seconded by Director Chris Kennedy to approve the Consent Agenda items. The motion passed unanimously. (1 min)

Therefore, the following items were approved:

1. Minutes of the March 7, 2017 Board of Director's Meeting - including the attendance listing
2. March Staff Report – including documentation of communication with upcoming events

### **Incentives & Grants**

The board was reminded that during the March 7<sup>th</sup> meeting, they had voted to approve funding the RDC Marathon and Half-Marathon at \$15,000 for the title sponsorship. FS Series (owner of the RDC Marathon and Half-Marathon) came back and asked that the \$15,000 be committed for the next 3 years. After discussion by the board, they saw the value of supporting the event and wanted to make sure the funds were distributed each year. They also wanted to add in a performance clause and a clause that voids the contract if moved out of Durham within those three years. Director Dwight Perry made a motion to fund the RDC Marathon and Half-Marathon at \$15,000 for each year for 3 years with a performance clause added into the contract. Director Chris Kennedy

seconded the motion. During the call for discussion, Director Tommy Hunt asked what performance indicators would be evaluated. Ashleigh Bachert indicated that the Grants & Incentives Committee would review the application and would make that decision. Shelly Green indicated that the DCVB lawyer would review the contract to keep the DSC protected in case there was a voiding of the contract. After no further discussion, the motion passed unanimously.

### **NASC Symposium Presentation**

Ashleigh Bachert presented a power point presentation on the NASC Symposium. She presented information on the educational sessions, industry stats, and information in regards to the appointments. There was much discussion around the idea of creating a family experience during the events and how the facility plays into that experience. It was also noted that we should take advantage of the two Universities and have presentations made from the admission departments or from coaches on funding college past athletic scholarships, etc. It was noted that partnerships with local communities would be beneficial when hosting events that are too big for Durham to carry alone.

### **Updates**

Executive Director, Ashleigh Bachert, updated the Board on various items. It was noted that the Board had originally been polled on board retreat dates and they no longer work. A new poll would be sent out within the week. Questions were asked in regards to potential facilitators and the direction the team was heading, as well as, potential retreat topics. The board would like to see the agenda items and have the chance to weigh in on them as well. She gave the board information on the Economic Impact numbers of the King of Spring Lacrosse Tournament and that the pre-economic impact numbers did not match the post. She noted that more questions needed to be asked to ensure a more accurate catch of the potential of the event. The board asked to be educated on the process so they are more aware and it was discussed to be put on the agenda for April. She also updated the board that the microsite is up and that a permanent site was in the process of being created. Social media is also launched with Facebook first and Instagram to follow. There was a discussion around the use of DurhamNCSports vs. Durham Sports Commission and how it was being branded.

### **Chairman & Board Member Comments**

Chairman Omar Beasley asked for any comments from the Board. Director George Habel acknowledged the Joint City-County Meeting presentation and how staff and the Board Chair did a great job. Chairman Omar Beasley noted the discussion with events that are occurring and that some of them are coming up quickly. Ashleigh Bachert acknowledged the timeframe and said if decisions needed to be made quickly the board would be emailed in regards to those events.

### **Adjournment**

With no further comments the Chairman adjourned the meeting at 1:35 PM.

*Respectively submitted by Terrence Holt, Secretary to the Board*