

Durham Sports Commission

Board of Directors

Minutes of the Tuesday, May 2, 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 12:00 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 Dan Hill and seconded by Director D to approve the agenda. The motion passed unanimously.

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 Ingrid Wicker McCree and seconded by Director Dwight Perry to approve the Consent Agenda items. The motion passed unanimously.

Therefore, the following items were approved:

1. Minutes of the April 4, 2017 Board of Director's Meeting - including the attendance listing
2. Minutes of the April 13, 2017 Grants & Incentives Committee Meeting
3. April Staff Report – including documentation of communication with upcoming events

Incentives & Grants

RDC Marathon & Half-Marathon (27 min) – Jason Biggs came in and gave a brief presentation on the company and the event. He reviewed the ALC charity. Mentioned that they do have a national reach but are primarily (70%-80%) in the Triangle Region. Pulling in ties between State/Duke/UNC on the ALS side of the house as well to help promote the event. Would like to donate \$50,000 back to the charity in the first year. Combs and Capel are also involved in helping in the fundraising. Also, have Lululemon, Fleet Feet Sports, and Whole Foods/Sprouts as potential sponsors. Week after the event there will be a VIP Sponsorship party. He would like to come back in the middle

of the summer and give an updated presentation. He asked the board what their goals are and what they want out of the event. Omar mentioned that he would like to see growth and brand recognition. Dan would like to see people from out of town using our establishments. They are also using Taste of Carolina and Beltline Brewery Tours to coordinate tours of the area. Lululemon Athletica is working on the itineraries for people that are traveling in for the event.

Hands on Fire III – There was discussion around the amount being proposed. Dwight asked about attendance at the event. Omar mentioned that it would be great to have the Boxing Commission reach out to him about assisting with the event, promoting, etc. Director Dwight Perry motioned to fund the event at \$5,000 total, \$2,500 to be used towards the event itself and \$2,500 to be used during the Youth Boxing Day. Director Dan Hill seconded the motion and it passed unanimously.

Rising Stars: MLK Holiday Basketball Classic – The request was tabled into August’s meeting after discussion of needing a full budget (with revenue and expenses), review of the criteria to hit to proceed into a 3-year agreement, and the potential of receiving the title sponsorship for \$17,500.

Finance

- March 2017 Statement of Activity was provided to the board. There was discussion in regards to how we will be perceived moving forward for not using the money. There were comments around the notion that some events were not happening until 2019 and beyond and the funds needed to be in place for those events during this 3-year span because that is all we can currently count on. Members discussed having the DSC name used more often because of the funding. After a 20-minute discussion, Director Dwight Perry motioned to accept the March 2017 Statement of Activity. Director Tommy Hunt seconded the motion and it was passed unanimously.
- Audit of Funds – An audit of the DSC funds needs to occur after the close of the fiscal year. Staff indicated a need to know from the board on items that need to be considered when picking an auditor, as well as, if the board would like the DCVB to oversee the RFP and review of proposals. The board agreed that the DCVB needs to oversee the process of collecting the bids, but that they would like to have the final selection. They also indicated that they would like to have a Durham based company conduct the audit.

Retreat Agenda Items

Staff entered a discussion with the board of directors in regards to what they would like to have reviewed during their retreat. Items were presented by staff, but after a lengthy discussion the following were listed as priorities for them:

1. Facility Study
2. Definition of Success – how does this definition tie into funding events or choosing which bids to go after

3. Goals – what are they for the next 2-3 years, are we a funding or bidding organization, are we a hybrid and what percentage of time/resources needs to be spent on both
4. Opportunities & Threats – Opportunities both locally (events already occurring that we go out and see and want to be a part of) and externally (new events or sports that we can showcase to the community) & what are the opportunities we have around personnel structure and growth. Threats from other communities, the Triangle Sports Commission, community perceptions, etc. Finally determined that they would like to see a SWOT done to capture the full picture on where they stand.
5. Advisory Committee or Sports Ambassadors – how do we engage them since it's in our interlocal agreement to establish one

The staff will work with the facilitator to discuss these items and work it into the agenda for the meeting.

Updates

Executive Director, Ashleigh Bachert, updated the Board on various items including the following:

- Economic Impact Calculator would be reviewed during the next board meeting due to time.
- Mike Ramsay was hired as the Sports Services Intern. He will be in the office to assist with events and large database projects. The Sports Services Manager position has been posted and we have been receiving great applicants so far.
- The inaugural Event Owner Workshop is going to take place on Tuesday, May 23rd from 5:30-7:30 PM. (the location was changed from the Ivy Community Center to the DCVB Conference Rooms)

Chairman & Board Member Comments

The July Board of Directors meeting was scheduled for July 4th and the board voted to approve the cancellation of the July meeting and resume the regularly scheduled meetings starting on August 1, 2017.

Adjournment

With no further comments the Chairman adjourned the meeting at 1:56 PM.

Respectively submitted by Terrence Holt, Secretary to the Board