

Florida Sports Foundation, Inc. Board of Directors

DRAFT Meeting Minutes

February 16, 2018

8:30 a.m.

Marriott St. Pete/Clearwater – Pinellas Room

12600 Roosevelt Boulevard North

St. Petersburg, Florida 33716

*Audio archives of the meetings of the Board of Directors
and its Committees are accessible at <http://www.flasports.com/>.*

I. Call to Order and Chair's Remarks

Chair Jesse Biter convened the meeting at 8:30 a.m., on February 16, 2018, with the following members present: Jesse Biter, Rick Hatcher, Renato Reis, Marcus Bach-Armas, Bill Wickett, Rick Nafe, Pamella Dana, Sean McCaffrey, Caleb Quaid, Joanne Fava. Jeff Mielke, Patrick Lawlor, Megha Parekh, and Claude Delorme participated by phone.

Chair Biter thanked Board members for attending the meeting and shared that the Governor's Baseball Dinner held on February 15 was great and thanked staff for organizing it.

Chair Biter acknowledged the great work of staff over the last several months in moving the organization forward to become the leader in attracting sports to the state. He also thanked the Sports Commission for bringing events to the state.

II. Public Comments. There were no requests for public comments.

III. Approval of Minutes (Action)

A. Board of Directors Meetings held on November 10, 2017

Chair Biter asked for a recommendation to approve the November 10th meeting minutes. Dr. Dana moved approval of the minutes, as presented. Mr. Hatcher seconded the motion, and the members concurred unanimously.

IV. By-laws and Voting Disclosure Discussion

General Counsel Ben Gibson discussed a By-laws revision that establishes term limits for At-Large members of the Sports Foundation Board of Directors. The amended By-laws will be voted on/adopted by the Enterprise Florida Board of Directors at the March 15th meeting.

General Counsel provided an overview of the Florida Statutes 112.3143, voting conflicts laws, and the Commission on Ethics Form 8A. He discussed how and when Board members should disclose a voting conflict and the requirement to submit form 8A, when appropriate.

V. Financial Report

Mr. Lawlor provided an update on the second quarter of the fiscal year's budget. To date, 48% of the total restricted budget has been disbursed, and we're moving very well halfway through the year.

The nonrestricted budgeted expenditures are at 39%, which is below where we should be at the midpoint and are very good in terms of managing expenses.

The projected economic impact of the awarded grant funds to-date is more than \$200 million.

VI. Tag Sales Report

Vice Chair Mielke reported that tag sales were up by almost 2,000 over the same coverage period during the 17-18 fiscal year. A total of 62,695 tags have been purchased, and the Sports Foundation has netted \$1.4 million from the specialty tag sales. This amount represents an increase of 80,000 over the same period last year!

Mr. Mielke congratulated the team on a successful Governor's Baseball Dinner and reminded everyone how important MLB Spring Training is to the state's economy.

VII. President's Report

President Suggs expressed condolences for the Parkland community and all impacted by the shooting incident.

In addition to the earlier report on the success of the specialty tag sales, she shared that the Foundation had successfully partnered with the FLDMV Flow Mobile for the Pro Bowl and NHL Hockey All-Star games. FSF Staff attended the Rays Fan Day to promote sales, and the USTA recently launched a campaign to promote the tennis specialty tag.

OPPAGA completed its three-year review with no findings or recommendations! Ms. Dana express that this is huge and that the team is to be commended.

A brief overview of the new flapsorts.com website was provided.

Florida Sports Hall of Fame Director Wayne Hogan was introduced and acknowledged for his partnership in producing the Governor's Baseball Dinner.

VIII. Special Guests Presentation

Tim Ramsberger, Chief Operating Officer and Sarah Kirchberg, Senior Manager of Business Development of Visit St. Pete/Clearwater provided an overview of the St. Pete/Clearwater sports tourism activities and local economic impact.

XV. Grant Committee Report

Grant Chair Wickett provided an update on the grant program. To date, the Foundation has awarded 79 grants in the amount of \$1,524,000. The expected out-of-state economic impact

of the 36 awards is \$165,482,293. The out-of-state (OOS) visitors' projection is almost \$400,000, with an average ROI of \$238.

Grant Chair Wickett continued with an overview of the new average daily spending (ADS) formulas for each Sports Commission. The ADS of the National Association of Sports Commission (NASC) was adopted for use in computing ROI. The calculations are based on the population size of the event host community. Also, the grant application has transitioned to a new platform, with additional questions to include marketing, social media, and other suggested additions, where added.

The Grant Committee reviewed the grant applications submitted for the third quarter and presented 32 grants for approval. The recommendations were formalized by motion and vote during the Grant Committee meeting.

Grant Chair Wickett asked for a motion to approve. Mr. Bach-Armas moved the motion, as presented. Mr. McCaffrey seconded the motion, and the members concurred unanimously.

The following abstention(s) was\were made: Fava

Mr. Wickett concluded with a recap of new grant policies and application. He highlighted the requirement for including specialty tags in the grant application and said that a review of the policy and expected outcomes will be shared with the regional Sports Commission during the upcoming annual meeting in May.

Grant Chair Wickett asked for a motion to approve the new grant process and application. Dr. Fava moved the motion, as presented. Dr. Dana seconded the motion, and the members concurred unanimously.

X. Chairman's Closing Remarks

Upcoming Event

Chair Biter announced that Sports will be the theme of the upcoming Enterprise Florida Board of Directors meeting on March 15.

Travel Policy

Chair Biter announced that the Foundation will align its travel reimbursement policy to be consistent with that of EFI and Space Florida, with the exception of the ex-officio members, or professional teams, who provide use of their brand logos and the specialty tags, which generate revenue for the Sports Foundation. Restated, the Foundation will cover travel-related costs for teams or sports that lend their logos to generate revenue. These are the Tampa Bay Buccaneers, Tampa Bay Rays, Tampa Bay Lightning, Miami Dolphins, Miami Heat, Miami Marlins, Orlando Magic, Florida Panthers, Jacksonville Jaguars, Tennis, USOC, and NASCAR. All other Board members will cover their own travel expenses.

XI. Adjournment

MINUTES – 2/16/18 – BOD Meeting (DRAFT-to be presented for approval during the 5/23/18 Board Meeting)

Chair Biter asked for a motion. Mr. Hatcher made the motion, Mr. Wickett seconded, and the members concurred unanimously. The meeting concluded at 10:48 a.m.

Jacqueline D. Hightower
Secretary

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