

# Florida Sports Foundation, Inc. Board of Directors

## DRAFT Meeting Minutes

March 14, 2019

9:00 a.m.

Florida State University  
Dunlap Champions Club - West  
Tallahassee, FL 32304

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

### Call to Order and Chair's Remarks

Chair Jesse Biter convened the meeting at 9:01 a.m., on March 14, 2019 with the following members present: Jesse Biter, Marcus Bach-Armas, Pamela Dana, Claude Delorme, Michael Forde, Frank Gernert, Patrick J. Lawlor, Rick Nafe, Kevin Smith, and Keith Tribble.

Mike Dyer, Cheryl Coxwell (for Frank Kelleher), Megha Parekh, Caleb Quaid, Kay Rawlins and Lynn Thompson participated by phone.

Chair Biter thanked the members for attending and shared comments about the Governor's Baseball Dinner held on February 17<sup>th</sup> in West Palm Beach.

### Welcome Remarks

Trae Hackett, Director of Player Development welcome the Board to Florida State University and thanked them for providing professional work opportunities for players. Football team members, James Blackman and Jaiden Woodbey were introduced and shared brief comments.

President and CEO of Enterprise Florida, Jamal Sowell welcomed the Board to Tallahassee and shared his commitment to work together to enhance opportunities for Floridians to participate in sports and grow our sports tourism industry.

### Public Comments

There were no public comments.

### Legal Update

Legal Counsel, Ben Gibson provide an update on a lawsuit filed against the Foundation.

### Motorist Modernization

Terrance Samuel, Director of the Florida Highway Safety & Motor Vehicles Office of Motorist Modernization provided an overview of the motorist modernization plan. The project includes  
(MINUTES – 3/14/19 – BOD Meeting approved during the 6/13/19 Board Meeting)

updating and rewriting several programs some of which are 40 years old. The project is planned in a phased approach over the next 4 years. Mr. Samuel shared that their team will look for ways to speed up production where possible.

### **Approval of Minutes**

Board of Directors Meetings held on December 13, 2018

Chair Biter asked for a motion to approve the December 13, 2018 meeting minutes. Mr. Gernert moved approval of the minutes, as presented. Mr. Lawlor seconded the motion, and the members concurred unanimously.

### **Specialty Plate Report**

Mr. Lawlor began by congratulating Rick Nafe on his recent retirement from the Tampa Bay Rays and thanked him for his service.

Mr. Lawlor reported that 2<sup>nd</sup> quarter specialty plate sales are up overall. USOC and NASCAR plate sales were slightly down.

Chair Biter recognized the Buccaneers and Lightning on increasing specialty plate sales. Mr. Bach-Armas reported that the Miami Dolphins is in the process of redesigning their specialty plate.

### **Financial Report**

Mr. Lawlor reported on the 2<sup>nd</sup> quarter budget status. Mr. Lawlor shared that the Foundation consistently does a great job with the revenues currently provided. Revenue is on par with the budget. We were above budgeted expenses primarily due to funding for the 2021 Super Bowl.

### **Grant Committee Report**

Mr. Lawlor reported that the grant committee met on February 5<sup>th</sup> and reviewed the thirty-three grant applications submitted for the third quarter. The grant committee recommends approval of the 33 grants for a total of \$476,635. The recommendations were formalized by motion and vote during the Grant Committee meeting.

Mr. Lawlor asked for a motion to approve. Mr. Tribble moved the motion, as presented. Dr. Dana seconded the motion, and the members concurred unanimously.

### **Amateur Sports Update**

Mr. Quaid reported that we are in full swing with the Sunshine State Games which kicked off on March 3<sup>rd</sup> in Alachua County with karate competitions. 130 teams will meet in Tallahassee on

March 30-31 for the Elite Soccer competition. The bulk of the SSG will be held in June with 23 events. 9,000 participants are expected to register for the 2019 Games.

The Florida Senior Games presented by Humana will relocate to Fort Lauderdale this year. The Games will be a great precursor for 2021 National Senior Games, which will officially announce the 2021 location in Fort Lauderdale on Tuesday, 3/19.

To better align the functionality required to run the FSG and SSG, two new websites have been launched. The websites are strictly related to the respective game and serves as a comprehensive hub for athletes and coaches.

### **Special Presentation**

Chris O'Brien provided an overview of the Visit Panama City Beach Sports Commission. Mr. O'Brien shared that although parts of the area was devastated by Hurricane Michael, the sports office is up and running and events are still taking place.

Kevin Smith acknowledged sports commissions for coming together to support the Panama City sports commission immediately after the storm.

### **President's Update**

President Suggs acknowledged and thanked the sports commissions present for the meeting. She congratulated board member, Kevin Smith who will be inducted into the National Association of Sports Commissions Hall of Fame during the annual meeting in May.

The Foundation has moved to the cloud-based software, Diligent for Board meeting materials. She thanked the Diligent representative present during the meeting and asked Board members who have not yet installed the software to please do so as soon as possible.

The state has greatly benefited from a few marquee events to include a NCAA football play-off game, Pro Bowl and the NCAA Women's Final Four. We are now officially on the clock for Super Bowl LIV. Marcus Bach-Armas shared plans for the upcoming Super Bowl which will include a new activity, Super Bowl LIVE. The idea behind Super Bowl LIVE is to provide a walkable area where activities will take place within a designated location downtown.

The Orlando City Soccer specialty plate legislative item has been attached to another bill to enact a new plate for the City of Orlando. The legislation is still alive and moving through committee meetings.

President Suggs concluded by thanking the Palm Beach County Sports Commission and Executive Director for their partnership in hosting the 2019 Governor's Baseball Dinner. The event was well attended and met with great reviews. A short video recap of the dinner was showed.

## **Closing Remarks & Adjournment**

Kevin Smith reported that, at the FSF Roundtable event held on March 12<sup>th</sup>, the Industry Partners received an excellent legislative update that included information on Senate Bill 414 and House Bill 791. These two bills may have a significant impact on sports tourism in the state. He encouraged members to stay abreast of how these bills are moving during session. Claude Delorme shared that the Marlins and Cardinals are currently involved in talks with Palm Beach County for funds to renovate the spring training facility. As such they are closely monitoring the movement of both bills.

Chair Biter asked for a motion to adjourn. Mr. Tribble made the motion, Mr. Delorme seconded, and the members concurred unanimously. The meeting adjourned at 10:37 a.m.

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**Jacqueline D. Hightower, Board Secretary**