

Rochester Sports Foundation Board Meeting Minutes (6-18-24)

The meeting was called to order by Chris Terry at 12:04 PM. Board members Carole Shulman, Becca Tesch, Kelly Nowicki, Chad Behnken and Joe Powers were present. Doug Holtan and Pat Sexton were absent. RSF staff Ed Hruska was also present.

The May RSF minutes were reviewed by the board. Powers moved to approve, Shulman seconded and they passed. Hruska reviewed the June SOA reports. Powers moved, Nowicki seconded and the motion was approved unanimously.

Hruska went over the Directors Report. He noted that several of the items were on the agenda for further discussion. Hruska shared the thank you letter to RS for their support – as was requested at the previous meeting by the Board. It was passed around for all to sign. He touched on the RSRC site selection options, some private investment interest and some naming rights partners.

Hruska went over the details of the recent City/RSF site visit. He shared feedback regarding concessions, operations, business plans, naming rights and staffing at the visited complexes. Nowicki added she had been at a complex that had a great viewing deck and it really added to the overall experience of attending the event. Tesch asked about coordinating a food service restaurant on site – if laid out right. Powers added that whoever you hire to manage the facility will oversee the food and beverage. Shulman added traveling families want good options for food while traveling. Behnken added the location of options are key for the families. Powers added the location has always been key to any business success – and hopes the City recognizes this. It was agreed the weekend tournaments are key to the financial viability of the complex. Powers added wrestling has always brought huge crowds. Hruska added that establishing relationships with various sports groups is key to a healthy facility.

The group then reviewed a communication with the City and had discussion on what involvement RSF would have moving forward. Nowicki suggested we meet with the local sports groups and put together financial models on each of the three potential sites. Shulman suggested we reach out to the sport groups to gather usage data. Hruska noted the role we will play will be dictated by the City leadership team – as this is their project. Questions were brought up regarding concerns of the project moving forward without our involvement. Powers stated if that is done – they will miss utilizing a key community resource. Hruska noted the communication he received welcomed our involvement but feels we need to be patient and work in step with the City team. It was agreed to try and see if there is a Sports Academy Group liaison to the July meeting. Carole suggested we just ask what role they want us to help them with. Hruska noted we did that with the previous email that was shared at the meeting.

Hruska updated the group on the marketing work with Malugani Communications. Carole, Becca and Ed have met with Megan to formulate a plan – including regular posting of new content to the web site and incorporated with FB notices and Boosts. The group asked if Megan can join us for the July meeting - Hruska will reach out to her. Powers suggested we do something for her to show our gratitude.

The group talked about the various City Council candidates running for the open seats this election. It was agreed each of the group should look deeply into the candidates and support those they feel will do the overall best for the City.

The group reviewed a letter from the Bob Dunn group asking us to join with them to build an arena. It was felt we should stay away from supporting one group's interest in this but be an overall advocate for a project of this nature. Powers moved, Shulman seconded to inform them the BoD does not support signing the letter. It passed unanimously.

Terry gave the group an update on the potential new ballpark. The meeting was adjourned at 1:35 PM

Next meeting date: Tuesday July 30th, 2024 at Noon