

Rochester Sports Foundation Meeting Minutes (3-25-21)

The meeting was called to order by President Terry at 12:03 PM. Board members: Chris Terry, Joe Powers, Carole Shulman and Doug Holtan were present via Zoom. Kreg Kauffman was absent.

The March 5th, 2021 minutes were reviewed and discussed, *Powers moved, Holtan seconded and the motion approved unanimously.*

Hruska recapped the Statement of Activities. Hruska reported the activity for the past month. *Powers moved - Holtan seconded approval of the report as shared – which passes unanimously.*

Terry moved to the timeline next and reviewed the lay out of the review of Midwest sports facilities over the next few months. The Board felt these reviews are valuable and will give us an idea of what places we may want to schedule facility visits in the future.

Terry reviewed the table detailing the various new facilities throughout the state of Iowa. Shulman questioned why there were so many new high-dollar complexes being built in Iowa these days. Hruska pointed out two programs offered by the state of Iowa where state dollars were used to assist in these developments – giving those city's another funding option with the new developments. Hruska pointed out his history as a member of the Minnesota Amateur Sports Commission board saw almost all state dollars going to the Metro – specifically Blaine. A state supported funding sources to assist/encourage economic growth would be welcomed in Minnesota. Terry pointed out the West Des Moines facility is a great example of the Public-Private partnership. Terry asked for a web link to the table in the event the group wants to look deeper into the details.

The group reviewed the feedback collected from the RSF Advisory Committee and found it to be very helpful in understanding our organization from other's perspective. This feedback will be used in shaping the agenda for the next meeting – where they will be invited to. The group noted several comments acknowledging a concern that Rochester is falling behind others in means of facilities.

The group discussed the Advisory Committee meeting agenda in further detail, identifying the need to share some history on how and why the Foundation came to be. Powers added his thoughts on sharing the economic impact benefits that are critical to the hospitality industry. He added he feels we are really getting left behind in the facility area of the region – which will impact our ability to draw tournaments/people to town. Holtan added the quality life enhancements these types of facilities add (both recreationally and entertainment wise). Shulman added that incorporating Arts, Music and non-sports entertainment tied into a complex/development will appeal to a wider group of people. Terry suggested sending the agenda out in advance of the meeting and then sharing the Mesa development to the group in person might work best – and the group agreed.

Hruska reviewed the Marketing/Social Media plan and update. Terry commented that seeing the various social media posts popping up have been great to see. Hruska reviewed the details and the group was supportive of the plan as it involves. Powers added that Keeley knows the business and supports her recommendations. Holtan asked about the FB Sponsorship Ad and how it works. Hruska will get Keeley to put together some information and costs for review.

Terry mentioned he is hosting a guest from Signet Real Estate Development Group on April 13th and the Board was invited to join him. Hruska updated the group on the web site training – Shulman offered a contact that can assist us moving forward if needed.

Shulman moved – Powers seconded and the meeting concluded at 1:03 PM.

Next meeting date: April 29th, 2021