

Rochester Sports Foundation Meeting Minutes (4-29-21)

The meeting was called to order by Vice President Shulman at 12:04 PM. Board members: Kreg Kauffman, Joe Powers, Carole Shulman and Doug Holtan were present. Chris Terry was absent. Advisory Committee members: Rick Penz, Patrick Sexton, Jenny Hosfeld and Sheila Kiscaden were present; Chad Behnken, Diane Dahm, Darren Groteboer, John McGuine and Marcus Sherels were absent. Keeley Hruska was also in attendance.

The March 25th, 2021 minutes, SOA and time line had all been sent out for prior approval and with an electronic vote a *motion was made by Holtan, seconded by Shulman and the motion approved unanimously.*

Shulman led the group with introductions and a brief background of the creation of the Rochester Sports Foundation. Following everyone's introductions Hruska shared a RSF PowerPoint with the group.

Kiscaden agreed with Hruska's point that general tax dollars will not be spent on sports complex development. The group discussed the current status of the Rochester facilities and questions regarding the MNSCU land came up. Penz noted that the agreements with the local sports groups requires a relocation if the land is needed for future development by the State. Powers mentioned the economic value of attracting the out-of-town sports groups to his business as well as the overall local tourism industry. Holtan added that the quality-of-life benefit for recruiting and retaining talented employees to Mayo. He also added that these buildings/complexes are more than just sports – they serve as multiple entertainment options which our community is in need of.

Kauffman asked about a time line and if we have one. Hruska responded that we would love to but until we understand the end goal, we cannot put a time to it. Sexton asked about the ongoing role of the Advisory Committee and it was agreed they would share ideas, feedback and assist in getting the word out of this new foundation. Shulman added that we see a multi-purpose facility that addresses several needs is becoming a possible goal but more data and partnering is needed. Powers added that when the arena project came forward there was not the leadership or direction to assist them – our role is needed. Kauffman added that it is critical to understand what the new norm is following Covid and use that to assist in setting a path forward in regards to facility needs.

Sexton asked about what currently may be "in the pipeline" at this time? Hruska shared that is a great piece for the next meeting as several conversations are currently being had and shared a few. Kiscaden added they are currently having CSL update the Graham market analysis and should have that data in May. She added there was a recent request by the southern suburbs planning a large complex that could take potential business away from the Rochester area.

Hruska shared two short videos about Legacy Park in Mesa. Following these the group discussed impressions and ideas. Hruska mentioned this development was based on pulling together a variety of needs and sports groups to create a complex that serves all.

Shulman wrapped up the meeting by summarizing the points and thanking the group for attending. Kiscaden stated she understood the vision but was still confused on the next steps. She asked about involvement with the local groups and Penz added that he felt it was critical we engage the groups in need of facilities/facility improvements. Hruska added that we are still evolving and need to have the groups understand who we are and what we can do to assist them. Powers added the local groups are doing pretty well and can help. Shulman added this is a 3-step process: 1 - Evaluate the needs, 2 – How do we get an understanding of RSF out to the community (communicate our role and mission), 3 – Identify those partnerships and resources that are available. Sexton suggested a local marketing campaign – maybe use Marcus as figurehead to assist us in getting the word out.

Holtan moved – Powers seconded and the meeting concluded at 1:10 PM.

Next meeting date: May 20th, 2021