

Florida Sports Foundation, Inc. Board of Directors
DRAFT Meeting Minutes

December 13, 2018
12:00 p.m.
Art Ovation Hotel
1255 N. Palm Avenue
Sarasota, FL 34236

*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 Remark

Chair Jesse Biter convened the meeting at 12:00 p.m., on December 13, 2018 with the following members present: Jesse Biter, Leticia M. Adams, Marcus Bach-Armas, Claude Delorme, Mike Dyer, Joanne Fava, Frank Gernert, Frank Kelleher, Patrick J. Lawlor, Cassie Sadowitz (for Megha Parekh), Kevin B. Smith, and Bill Wickett. Pamella Dana, Jarred Diamond, Rick Nafe, Caleb Quaid, Kay Rawlins and Lynn Thompson participated by phone.

Others present: Heidi Otway, Lauren Sumners, Shelby Connett, Sean Walters, Jeff Maultsby, Steve Hogan and Stephen V. Rodriguez.

Chair Biter welcomed Board members to his hometown and thanked all guests who attended the welcome reception.

He welcomed new Board member, Kim McDougal and guest presenter, Heidi Otway of Salter Mitchell Public Relations Firm of Tallahassee, FL.

II. Public Comments

Doug Freeman, 517 SW 14th Street, Fort Lauderdale, FL. Mr. Freeman introduced his company Prep Baseball Report-Florida, a scouting agency new to the Florida and the regional area.

III. Approval of Minutes

Board of Directors Meetings held on August 9, 2018

Chair Biter asked for a recommendation to approve the August 9, 2018 meeting minutes. Dr. Fava moved approval of the minutes, as presented. Mr. Bach-Armas seconded the motion, and the members concurred unanimously.

IV. President's Update

President Suggs reported that Florida was the first state to launch a P3 relationship to promote sports tourism and development. For 27 years the Foundation has promoted Florida as the place where “The World Comes to Play,” increased participation in amateur sports through the Sunshine State Games and substantially grown the Florida Senior Games into a model that many other States now follow. With this incredible legacy of growth, we are poised to set the next benchmarks for fitness, sports tourism and development. In the coming months, the Foundation will begin to review our value proposition and create a strategic plan for continuous improvement and growth.

Industry Partners

She shared that the Foundation continues to engage our Sports Commissions and Industry Partners via our Executive Roundtable Quarterly Meetings and the annual Sports Summit. The next Roundtable will take place in Tallahassee on March 12 to coincide with the annual Tourism Day at the Legislature.

2019 Governor's Baseball Dinner

The annual Governor's Baseball Dinner has been set for February 17 in Palm Beach. Board members are invited, and we look forward to seeing you there.

The next Board Meeting is on March 14 in Tallahassee. The meeting follows the annual VISIT Florida Tourism Day at the Capitol. Board Members are invited and encouraged to attend.

Staff Updates

President Suggs introduced the new Sports Development Director, Liese Abili.

Mr. Abili thanked Angela and the Foundation for the opportunity to promote our great state. He shared that his immediate plans are to identify events and develop strategies for soliciting relevant domestic and international sports events for Florida.

Chair Biter welcomed Mr. Abili and reminded the group that as the State's leading organization for sports tourism, it's our responsibility to pursue international events and solicit the support of our industry partners.

Specialty Plate Program Updates

We are currently working with several teams on redesigning the team specialty plate.

In November, the Miami Heat rolled out a new team jersey and specialty plate with a major campaign that launched at midnight on November 8. Thousands of fans showed up to purchase the new team gear and to purchase the new specialty plate. Jacqueline Hightower worked hand and hand with the Heat marketing team deliver the new plate on time for the launch and to secure the FLOW mobile units for on-site plate sells during the event. These efforts are continuing with the Lightning and Marlins.

Board Member, Jarred Diamond shared that new Vice uniform and campaign which includes the specialty plate sales continues to do well and they are continuing to push sales.

Florida Senior Games

We just wrapped up the 2018 Florida Senior Games and it was a phenomenal event. We are grateful for the partnership with Humana and look forward to continuing and expanding that relationship.

V. Amateur Sports Update

Caleb Quaid reported the 2018 Florida Senior Games, presented by Humana, took place December 1-9, 2018, in Clearwater and the greater Pinellas County area. The event attracted over 2,500 athletes to the Bay area for its 27th annual games. During the nine days of competition, 47 states and eight countries, including Barbados, Canada, Cayman Islands, Netherlands, Slovakia, United Kingdom, US Minor Islands, fielded participants in 25 competitions.

The 2018 Games are qualifiers for 2019 National Senior Games which will be held in Albuquerque, New Mexico.

The 2019 Florida Senior Games are tentatively scheduled to move to the South Florida area next December. Preparations are underway for next Summer's Sunshine State Games and update will be provided at our next Board meeting.

VI. Sports Tourism Update

Shelby Connett, Director of Sports from Sarasota County and Sean Walter, Director of Sports from Bradenton County presented on sports tourism activities in their respective counties.

Stephen V. Rodriguez, President/CEO presented on sports tourism activities at the Nathan Benderson Park.

The economic impact of sports tourism in each location is substantial and growing. Chair Biter thanked presenters for their continuous efforts to bring visitors to the State for sports and for ensuring they have a great experience.

VII. Grant Report

Grant Chair, Bill Wickett reported that over two-million dollars have been allocated to sporting events over the last 2 quarters, including major events such as, the 2021 Super Bowl and 2021 College Playoff Championship. Chair Wickett offered that opportunities to host additional events are available however, additional funding is needed to support attracting more events to the State.

Steve Hogan, CEO of Florida Citrus Sports made a presentation to support the full funding request for the 2019 Pro Bowl.

Mr. Wickett reported that the Grant Committee reviewed the grant applications submitted for the third quarter and presented 41 grants totaling \$825, 400 for approval. The recommendations were formalized by motion and vote during the Grant Committee meeting.

Mr. Wickett asked for a motion to approve. Dr. Fava moved the motion, as presented. Mr. Dyer seconded the motion, and the members concurred unanimously.

Chairman Biter encouraged Industry Partners to be aggressive in efforts to promote the specialty plate sales at all their events. President Suggs shared that framing a message that communicates the charitable aspects associated with the specialty plate would help raise awareness and may lead to increased sales.

VIII. Financial & Specialty Plate Reports

Patrick Lawlor thanked staff for continuing to do an excellent job in managing and reporting financial information on behalf of the Foundation.

Mr. Lawlor provided an update on the budget. Income to date is at 38% which is trending in line with expectations. Expenses are slightly over the expected 25% at 38% . The overage is due to expenses related to increased specialty plate marketing and first quarter grant awards.

To date, professional team plate revenue is up \$40,919 over the same period last fiscal year. Tennis plate revenue is up \$6,793. NASCAR and the Olympic Spirit revenue is down slightly. The Foundation will be reaching out to all organizations to assist with promotion of the plates.

He encouraged Board members to purchase a specialty plate and help promote plate sells within their organizations and personal networking circles.

IX. Special Presentation

Heidi Otway of Salter Mitchell PR Firm presented on creating a value platform strategy.

X. Concluding Remarks & Adjournment

Chair Biter thanked Board Members for attending the meeting and wished everyone happy holidays.

Mr. Biter asked for a motion to adjourn. Ms. Adams made the motion, Mr. Smith seconded, and the members concurred unanimously. The meeting concluded at 2:23 p.m.