



Sports Commission Board Meeting minutes
March 14, 2018 ■ 11:30am
Central Illinois Regional Airport

ATTENDEES: Matt Hawkins, John Althoff, Denise Balagna, Stan Lewis, Doug Damery, Mike Wagner, Rich Zeller, Ray Ceresa, Jon Voegelé (by phone) and Brie Lohr.

I. Public Comments

- i. None.

II. Board Seat

John Althoff welcomed Ray Ceresa, President of the Bloomington-Normal Hotel Lodging Association, as the newest member of the Sports Commission board. Mike Wagner motioned to approve Ray Ceresa. Stan Lewis seconded. All in favor, motion passed. Board members then introduced themselves.

III. Action Items

- a. Bloomington Criterium Sponsorship
 - i. John Althoff stated that this was the sixth year for the Criterium. The race has approximately 250 bikers and 1,000 spectators. In the past, the CVB has given \$3,750 as a sponsorship while the Sports Commission has given \$1,250. This year, the CVB approved \$1,000. Since the race is more established, it doesn't need as much seed money. Matt Hawkins stated that the 2018 Criterium was named a State Championship Race and part of the Illinois Cup. Mike Wagner asked why they moved the date. Matt Hawkins replied that August is outside of the Criterium season, so they moved it to July 14. Denise Balagna motioned to approve \$1,000 for a sponsorship for the Criterium. Mike Wagner seconded. All in favor, motion passed.
- b. Illinois High School Shrine Game
 - i. Mike Wagner said that the Illinois High School Shrine Game is a great event that keeps trying to make itself better. They've been trying to get more Chicago-area players. This event generates roughly 100 room nights and has an economic impact of \$92,000. Ray Ceresa asked if there was anything the Sports Commission could do to help grow the event. Matt Hawkins said that the planners have discussed holding a Shrine Convention before the game, but nothing has been decided yet. Ray Ceresa motioned to approve \$1500 for a sponsorship for the Illinois High School Shrine Game. Rich Zeller seconded. All in favor, motion passed.
- c. U.S. Figure Skating Regional
 - i. John Althoff stated that this event would be hosted by the local figure skating club. Matt Hawkins stated that the bidder chooses the dates in October of 2019. The regional also includes a non-qualifying event. In total, the events would last from Sunday to Sunday. A committee would need to be created and volunteers would need to be gathered. In 2017, the event had 217 entries. Matt Hawkins is meeting next week with the Grossinger Motors Arena staff, Pepsi Ice Center staff, and local figure skating club president. Peoria will be hosting in 2018, which boasts well for Bloomington-Normal as the planners like to cluster their meetings together. The board agreed to move forward with the bid process.

IV. Discussion Items

- a. Sports Complex
 - i. John Althoff stated that Normal hired a company in Florida to conduct a feasibility study, which is supposed to be finished in late May. Doug Damery stated that the company will be on-site April 10-11. Normal will be sending meeting invitations to local stakeholders and user groups. The cost to conduct the study is \$47,000. The CVB stated that the study should be paid for by four groups: The city, the town, the county and the CVB. The CVB has agreed to pay their half of their 25%, while the Sports Commission would pay for the other half (\$5,857). Matt Hawkins stated that it is not in the Sports Commission's current fiscal budget, but they do have the funds in their account. Doug Damery motioned to approve \$5,875 for the feasibility study. Denise Balagna seconded. All in favor, motion passed.
- b. E-Sports Tournament
 - i. Matt Hawkins stated that an E-Sports Tournament is being considered for the weekend prior to Thanksgiving, 2018. It would be called "The 66 Games." Possible venues are being looked at. The tournament would be both team and individual. John Althoff stated that he didn't know what kind of crowd this would bring in, but many young people play video games and State Farm would consider being a sponsor because that demographic is important to the company. Matt Hawkins stated that there would be a 16-team college open bracket and an 8-team high school open bracket. The college teams would be charged to play while the high school teams would not. The tournament planners need to apply through Riot Games to host a League of Legends Tournament, and 90 computers would be needed to host. He stated that the budget was a concern, and he was concerned about ownership of the event. There needs to be approval for the CVB/Sports Commission to handle registration and marketing without owning the event. Ray Ceresa voiced his support for the tournament, saying that Bloomington-Normal needs to jump into it before anyone else. Rich Zeller stated he would be most curious to see how many people would come watch. There was a general consensus to keep moving forward.

V. Committee Reports

- a. Sports Identity
 - i. **Bloomington Youth Hockey Tournament:** This event will be held at the Pepsi Ice Center from September 8-9. There will be eight teams.
 - ii. **Bloomington Edge Events:** Matt Hawkins met with the general manager of the Bloomington Edge, who are looking to host more outside events.
 - iii. **NJCAA Region 24 Baseball Tournament:** This event is hosted by Heartland Community College and the Corn Crib from May 17-19.
- b. Fundraising
 - i. **State Farm Student Athlete Recognition Banquet:** Colton Underwood has been asked to serve as speaker at this year's banquet. A date or location hasn't been decided yet.

VI. Open Discussion

None

VII. Director's Report

- a. **IESA Wrestling State Finals Bid:** The bid will be submitted on March 15. The bid will be for the 2019-2023 state finals, held at Grossinger Motors Arena.
- b. **Street Vault:** Mike Cockerham with the Flying Dragons is responsible for this event, which will be held on June 9 in Uptown Normal in front of Medici.
- c. **Illinois High School Football Coaches Association Clinic:** There was a site visit in January to the Marriott, Hyatt and ISU that went really well. Matt Hawkins stated that he felt confident that Bloomington-Normal would be selected to host this event.

VIII. Adjourn

2018 Meeting Schedule (11:30am at CIRA)

Wednesday, May 9

Wednesday, July 11

Wednesday, September 12

Wednesday, November 14