



Sports Commission Board Meeting minutes
July 11, 2018 ▪ 11:30am
Central Illinois Regional Airport

ATTENDEES: Matt Hawkins, John Althoff, Denise Balagna, Doug Damery (by phone), Jon Voegele (by phone), Jim Benson, Ray Ceresa, Mike Wagner, Kathleen Lorenz, Steve Newman, Rich Zeller, and Brittney Sage.

I. Public Comments

- i. None.

II. Action Items

- a. State Farm Holiday Classic Sponsorship
 - i. John Althoff noted that there is a lot of information in the handout regarding the event sponsorship. John added that it is a \$1,000.00 sponsorship that we need to review. Matt Hawkins noted that this is a large event that brings in a lot of room nights with our hotels especially during a slower time of the year. Steve Newman motioned to approve the \$1,000.00 sponsorship. Mike Wagner seconded. All in favor. Motion passed.
- b. Sixty-Six Games Esports Tournament
 - i. John Althoff mentioned that we are moving forward with the Esports Tournament. Matt Hawkins noted that they have updated the logo to include the words "Bloomington Normal" and that if we get a sponsor approved, the sponsor logo will be included as well. Matt Hawkins is proposing for the BNSC to host/own the event with 16 college teams and 8 high school teams. Matt added that the dates they were looking at had been taken by the hockey team, so they are looking at other date possibilities. Matt Hawkins briefly discussed some of the notes included in the board packet for this event and noted that the event would have a modest first year where we would most likely just break-even but that they will be looking to grow once it gets up and running. Regarding the event dates, Mike Wagner asked if there is a specific season we want to hit or stay away from. Matt Hawkins noted that October is set for a national Esports event and in order to follow that event we will want to look again at November. As far as industry competition goes, Matt Hawkins noted that he could not find an industry competitor in our area. Matt added that the closest areas who may have Esports events would be Rockford and Chicago. Matt mentioned that the biggest concern for this event in the past was finding 100 computers to use but now District 87 has offered to let us borrow 120 laptops. Matt Hawkins proposed that the BNSC own this event and he noted that if we do take a loss in the first year, we have enough money in our account to cover it. John Althoff noted that when you look at the budget for this event, half of the revenue stream is based on finding a title sponsor and Matt Hawkins has a great lead on one. Matt Hawkins briefly discussed the Esports Steering Committee board members. Matt Hawkins noted that they would be streaming matches with blow-up screens and projectors as well as having a host/mc for play-by-play details of championship matches. Steve Newman motioned to move forward with the BNSC owning this Esports event. Rich Zeller seconded. All in favor. Motion passed.

III. Discussion Items

- a. Sports Complex
 - i. John Althoff noted that there will be a presentation regarding the Sports Complex and the results of the sports study July 16, 2018 at 5:00PM in the Astroth Center at Heartland Community College.

IV. Committee Reports

- a. Fundraising
 - i. **State Farm Student-Athlete Recognition Banquet:** John Althoff noted that Larry Lyons did a great job as the guest speaker. Matt Hawkins added that as long as WJBC is okay with it, they would like to see if they can get other news stations, etc. involved to recognize more kids. Jim Benson noted that Peoria has a large Student-Athlete Recognition Banquet that is more prestigious. Doug Damery attended the event in Peoria and noted that the number of people they invite is very large. Doug added that they get sponsors to pay for the athletes to attend, but that the parents and guests have to pay. Doug Damery mentioned that they had a backdrop and Snapchat filter/hashtag for the attendees to take and post pictures on social media at the Peoria event and that there were local news people re-posting the pictures on their social media accounts. Doug believes we could increase the invitee list for our event as well as the size of the event and the ticket sales.
- b. Sports Identity
 - i. **New Sports Commission Events:** John Althoff noted that disc golf is an idea for a new sports commission event. Steve Newman asked if there is a course at Maxwell Park and Doug Damery noted that yes, there is a course and they are getting ready to re-design it. Matt Hawkins asked if there is also a course at Highland Park and Denise Balagna noted that it is not a permanent field as part is used for disc golf and part is used for soccer.
 - ii. Matt Hawkins noted that pole vaulting has been postponed until 2019. Matt briefly discussed the other ideas for new sports commission events including: pickleball, foot golf, robotics, kickball, Jr. High/Elementary Basketball, Jr. High/Elementary Volleyball, and competitive eating. Matt also mentioned log rolling and airsoft.

V. Open Discussion

VI. Director's Report

- a. **U.S. Figure Skating Regional:** Matt Hawkins noted that the bid submission deadline has been moved to July 30th.
- b. **Special Olympics Summer Games:** Matt noted that other than the heat the event went really well and they had about 4,000 athletes.
- c. **Illinois High School Shrine Game:** Matt noted that aside from the heat this was a great event. He added that one player did have to be hospitalized for dehydration, but that he was taken care of and later released. Mike Wagner noted that there was a good crowd for the event and that next year they will be starting at 11AM instead.
- d. **State Farm Youth Classic:** Matt Hawkins noted that there is a summary of this event included in the board packet and added that there were 364 players from 11 states and 3 different countries. This year, there were 118 new players and 78 players who had participated in the event four or more years. Steve Newman noted that they may move this event up a day next year, but that Sunday could cause problems.
- e. **Midwest Nationals Wrestling Tournament – July 13-14:** Matt Hawkins noted that the event is this Saturday and that there are currently 530 wrestlers registered as of 9AM this morning. They are expecting around 1,000 total wrestlers. Matt added that this is the first year that girl's and women's divisions are being offered and that Sally Roberts will be the special guest this year.

- f. **Bloomington Criterium – July 14:** Matt Hawkins noted that there will be a celebrity race and a free kid's race this year as well as an open container permit to watch the race outside with alcohol.
- g. **IHSA Boys Golf State Finals – October 12-13:** Matt Hawkins noted that they will be reducing the field size from day one to day two by 1/3 of the size. Matt mentioned that the decision to cut the size after day one just came about two weeks ago and that it will offer more flexibility if there is bad weather and delays. Matt also noted that the hotels might have a lot of problems as this will be the same weekend as ISU's homecoming. Matt discussed that he is talking with Kurt Gibson. Ray Ceresa added that the next BNHLA meeting will be August 16th and Kurt will speak about this issue then.

VII. Adjourn

The meeting was adjourned at 12:46pm.

2018 Meeting Schedule (11:30am at CIRA)

Wednesday, September 12

Wednesday, November 7 (Rescheduled from Nov. 14)