

Minutes of the National Association of Sports Commissions
Annual General Membership Meeting
Wednesday, April 6, 2016 (8:00 a.m. – 8:52 a.m. ET)
DeVos Place, Steelcase Ballroom – Grand Rapids, MI

I. Welcome and Call to Order

Chairman Greg Ayers called the meeting to order at 8:00 a.m. ET.

II. Secretary's Report

Secretary Kindra Fry, CSEE, SMP presented the minutes from the 2015 Annual General Membership Meeting which took place Tuesday, April 28, 2015 at the Wisconsin Center and included:

- Review and Approval of the Secretary and Financial Report
- Approval of the 2015-2016 Officers and Directors
- 2014 Member Survey Results
- Announcement of the 2018 and 2019 NASC Sports Event Symposium host cities
- Recognition of the 2015 CSEE Graduates and outgoing board members

Kindra Fry, CSEE, SMP (Bryan-College Station Convention & Visitors Bureau) made a motion to approve the secretary's report as presented. Terry Hasseltine, CSEE (Maryland Sports) seconded the motion. The motion was approved.

III. Treasurer's Report

Treasurer Mike Anderson, CSEE, presented the 2016 Annual General Membership Meeting financial report, which included:

- 2015 Financial Overview
- Overview of Retained Earnings Project Expenses
- Presentation of the 2015 Annual Audit
- 2016 Projected Budget

The 2015 Financial Overview, which is based on the association's modified cash basis, calendar year accounting, shows a net income for the year of \$636,291.00.

The Board of Directors may invest, with majority approval, any portion of the association's retained earnings that exceeds the operational reserve of \$400,000 for projects that will benefit directly its members. This policy was adopted by the Board of Directors on March 31, 2014.

Barnes Dennig & Company, a Cincinnati-based accounting firm, conducted the 2015 audit of the finances of the association. The audit was presented to the NASC Board of Directors, and it was reviewed and accepted during the board meeting on Sunday, April 3, 2016.

The Board of Directors approved the 2016 Operating Budget in December 2015. This budget, which will be reviewed and monitored throughout the year, currently projects a net ordinary income of \$10,687.00 and a net other income of \$15,687.00 prior to the approval of any 2016 retained earnings project.

Mike Anderson, CSEE (Myrtle Beach Regional Sports Alliance) made a motion to approve the financial report as presented. Rick Hatcher (Treasure Coast Sports Commission) seconded the motion. The motion was approved.

IV. **2015 State of the Industry Report**

Dr. Heather Lawrence-Benedict, Ohio University, presented the 2015 State of the Industry Report. The State of the Industry Report, which is based on the survey responses from NASC member organizations, shows the majority of respondents are located in the Midwest and represent a convention & visitor bureau. The survey was distributed to NASC members in December of 2015 and closed in February 2016. Ohio University received 118 partially completed surveys and 94 fully completed surveys to help finalize their report in March 2016.

A few key statistics from the survey were shared:

- In 2015, the top 3 priorities of the Sport Tourism Industry were visitor spending, health and fitness and sports philanthropy.
- Networking/developing relationships and attending the NASC Symposium were the top two event prospecting strategies.
- On average, organizations hosted 15 more events in 2015 than in 2014.
- 75% of respondents reported local sport facility renovations and 40% reported new facility construction or development.

Additionally, visitor spending has increased to an estimated \$9.45 billion, which is a 5% increase from 2014, and 14% increase from 2012.

V. **NASC Bylaws Amendment – Article VII, Item C – Sports Legacy Committee**

Don Schumacher, CSEE, presented the Bylaws Amendment. He explained that with the growth and importance of the sports legacy fund, we should take a look at how we manage the funds. Up until now we've had a separate checking account which funds have been placed and withdrawn. In the last year our attorney and auditors' advised us that since we are a 501(c)3 (not-for-profit charitable educational organization), we should create a standing committee called the Sports Legacy Fund Committee.

The committee will be composed of five voting members; one of the members shall be the Treasurer of the Association, who shall serve as ex-officio, and the other four members will be appointed by the Chairman of the Association and must be a current or past member of the Board of Directors. They will serve a one-year term and can be reappointed for additional terms, with no limit of the number of terms that may be served. The Association's Executive Director shall serve ex-officio as a non-voting member, and the committee shall serve in an advisory capacity to the Association's Board of Directors for the purpose of making recommendations to the Board of Directors with respect to the investment of funds held in the Sports Legacy Fund.

All funds held in the Sports Legacy Fund shall be maintained in one or more segregated accounts, separate from the general and other funds of the Association.

John Gibbons (Rhode Island Sports Commission) made a motion to approve the Bylaws Amendment as presented. Mike Hill (Hilton Worldwide – Sports Sales) seconded the motion. The motion was approved.

VI. **Nominating Committee Report**

Kevin Smith, CSEE, Nominating Committee Chair, presented the nominating committee report. He thanked the members who served on the 2016 nominating committee: Steve Carney (Saint Leo University), Tori Collins (Greater Raleigh Sports Alliance), Pete Harvey (Buffalo Niagara Sports Commission), Mary Lee Malmberg (GO Cedar Rapids) and Glen Schorr (Orienteering USA).

Kevin Smith, CSEE, presented the slate of officers and directors, which was approved unanimously by the board at its March 15, 2016 meeting:

Officers

Immediate Past Chair	Greg Ayers, CSEE, Discover Kalamazoo
Chair	Ralph Morton, CSEE Seattle Sports Commission
Vice Chair/Chair Elect	Mike Anderson, CSEE Myrtle Beach Regional Sports Alliance
Treasurer	Kindra Fry, CSEE, SMP Bryan-College Station Convention & Visitors Bureau
Secretary	Janis Schmees Burke, CSEE, Harris County - Houston Sports Authority*

Directors

Board Term Expiring 2017

Brian Hickey, CSEE, Visit Tallahassee/Tallahassee Sports Council
Janis Ross, Eugene, Cascades & Coast Sports
Benjamin Wilder, CSEE, Savannah Sports Council
Marc Zimmerman, CSEE, Central Florida's Polk County Sports Marketing

Board Term Expiring 2018

Janna Clark, CSEE Elizabethtown Sports Park
Roy Edmondson, CSEE Anaheim/Orange County Visitors and Convention Bureau
Pete Harvey, CSEE Buffalo Niagara Sports Commission
Kris Smith, CSEE Detroit Sports

Board Term Expiring 2019

Matthew Dunn, CSEE Palm Coast and the Flagler Beaches*
William Knox, CSEE Hamilton County Sports Authority*
Kathy Nelson Kansas City Sports Commission*
Michael Price, CSEE Greater Lansing Sports Authority*

Allied Representatives

Board Term Expiring 2017

Steve Schell, Experient Sports

Board Term Expiring 2018

Jason Gewirtz, Sports Travel Magazine*

Rights Holder Representatives

Board Term Expiring 2017

Glen Schorr, Orienteering USA

Board Term Expiring 2018

John David, CSEE, USA BMX*

Pete Harvey, CSEE (Buffalo Niagara Sports Commission) made a motion to approve the 2016-2017 Slate of New Officers and Directors as recommended by the nominating committee and approved by the board of directors. It was seconded by Judi Hess, CSEE (Greater Binghamton Convention and Visitors Bureau). Greg Ayers asked for any discussion on the proposed slate. Hearing none, the motion was approved.

VII. CSEE Graduate Recognition

Kindra Fry, CSEE, SMP (Bryan-College Station Convention & Visitors Bureau), presented the 2016 graduating class of the CSEE program: Daniel Bell, DeKalb Convention and Visitors Bureau; Matt Billingsley, Visit Bakersfield; Alan Bradley, Round Rock Convention and Visitors Bureau; Jenni Campbell, San Angelo Convention & Visitors Bureau; Auvis Cole, Rock Hill/York County Convention and Visitors Bureau; Ashley Harper Cottrell, Maryland Sports/TEAM Maryland; Todd Dibs, Visit Tri-Valley; Don Dukemineer, Huntsville/Madison County Convention & Visitors Bureau; Shelli Fine, Reno Tahoe USA; Kris Jensen, Kenosha Area Convention & Visitors Bureau; Jim Marlin, Cedar Valley Sports Commission; Eric Marvin, Columbus Indiana Visitors Center; Cheryl McCullough, Colorado Springs Convention & Visitors Bureau; Heather McElhiney, Saratoga Convention and Tourism Bureau; Tim Pasisz, Visit Stockton; Matthew Payne, Denver Sports; Dominique Powell, Bryan College Station Sports + Events; Allen Stebelton, Greene County Convention and Visitors Bureau; Matt Ten Haken, Fox Cities Convention and Visitors Bureau; Katy Tigchelaar, West Michigan Sports Commission; Marissa Werner, VISIT Milwaukee; and Kelvin Yarrell, Rocky Mount Sports Complex.

VIII. **Outgoing Board Member Recognition**

Greg Ayers, CSEE recognized outgoing board members and thanked them for their service: John Gibbons, CSEE, Rhode Island Sports Commission; Mike Hill, CSEE, Hilton Worldwide – Sports Sales; Kevin Smith, CSEE, St. Petersburg/Clearwater Sports Commission.

IX. **Outgoing Chair Remarks/Recognition**

Greg Ayers, CSEE presented his outgoing chairman report.

X. **Statement by Incoming Chair**

Ralph Morton presented his report as incoming chairman.

XI. **New Business**

No new business was discussed.

XII. **Adjournment**

Ralph Morton adjourned the 2016 Annual General Membership Meeting at 8:52 am ET.