

GREENVILLE ARENA DISTRICT  
BOARD MEETING  
November 28, 2023 – 4:00 pm  
Minutes

**Present:** Neetu Patel, Dante Russo, Buddy Dyer, Kerry Lightner, Amber Drummond, Neil Smith, Barry Formanack, Beth Paul, Jimmy Pittman (Virtual), Brittany Moore (Virtual)

**Also Present:**

Adam Lambright, Grace Powlas, and Kim Silvers from Greenville Arena District

Chairperson Patel called to order, for the purpose of doing business, the Greenville Arena District Board of Trustees, held on November 28, 2023, at 4:00 PM.

**Minutes:**

Mr. Russo made a motion to approve the October 24, 2023, Greenville Arena District Meeting Minutes. The motion was seconded by Mr. Dyer. There was no opposition to the minutes.

**Management:**

Mrs. Paul began by welcoming the group and sharing the Management Report, Month Ending October 2023 (handout provided). Mrs. Paul shared that the Bon Secours Wellness Arena hosted 7 events with revenue coming in favorable to budget by \$30,000. However, October attendance was 40,000 with the annual attendance for Q1 currently at around 132,250. Unfavorable operating expenses due to insurance premiums actual vs. projected, personnel one-time payout, change in accounting for merchant fees, overlapping POS license with installation of new POS system.

Mrs. Paul presented the strong Booking Pipeline with an anticipated \$7.26 million in projected event revenue.

Diving into management updates, Ms. Paul stated that the Greenville Arena District implemented a zero-waste recycling effort for Dave Matthews that continued through Alabama. Many challenges with the logistics, cost, and manpower involved. Overall was successful and laid a foundation for future implementation. Mr. Smith shared initiatives implemented by other arenas.

Ms. Paul shared that the Swamp Rabbits season is off to a stronger start than the prior season. Attendance increased by 17% compared to last season with per capita spending increasing by 10%.

Ms. Paul provided a deeper look into Community Relations specific to Non-Profit Organizations. Ticket donations, Concession Sales Sharing, In-Kind Space Donation, Staff Volunteering, Monetary Donations, Signature Events, Stage Partners, and Community Leadership & Professional Associations are the many ways we are giving back to the community. Ms. Paul also discussed and provided a handout with specific information relating to media relations, and related value and impressions.

Ms. Drummond discussed adding BSWA to the list for Project Feed 5000.

**Finance:**

Mr. Formanack will have the new proposed investment policy emailed to the board for review, with a plan to vote in the December Board Meeting.

Public Outreach:

Ms. Drummond stated that Ms. Paul had provided the updates in her previous presentation.

Capital Improvements:

Mr. Dyer – did not share an update.

Mr. Pittman shared information on the City Club of Greenville f/k/a Commerce Club and recommended a meeting between BSWA management and City Club management.

The next meeting of the Greenville Arena District Board will be held virtually on Tuesday, December 19<sup>th</sup>, at 4:00pm.

Executive Session Motion:

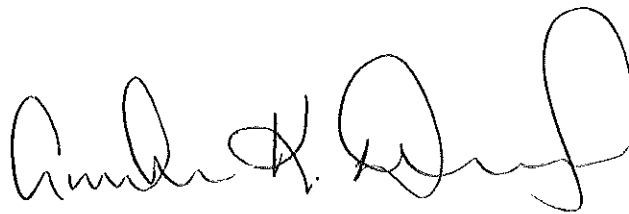
Mr. Patel asked for a motion to enter Executive Session for the purposes of discussing Real Property. Mr. Russo made the motion, and the motion was seconded by Ms. Drummond.

The Board exited Executive Session. No action taken.

Mr. Patel asked for a motion to adjourn the Board Meeting. Mr. Dyer made the motion, and Ms. Drummond seconded.

Respectfully submitted,

Neetu Patel, Chairperson

A handwritten signature in black ink, appearing to read "Amber H. Drummond". The signature is fluid and cursive, with a large loop at the end.

Amber Drummond, Secretary