

ARENA ADVISORY MEETING MINUTES

Tuesday, January 8, 2013

Everett Arena 8:00 AM

Present: Chairman Nick Wallner, Mike Gfroerer, Dan Arndt, Councilor Mark Coen, Gerry Blanchette, Chris Brown, Arena & Properties Manager Jeff Bardwell

Excused: Councilor Dan St. Hilaire

Absent: Tom Ackerson

Meeting called to order at 8:00 AM

Pro Shop Update:

Jeff Bardwell updated the committee on the Pro Shop operation. TSR was the high bid and satisfied the qualifications of the bid. TSR purchased 125 pair of new rental skates and has been open the hours required for the arena. Chris Brown had a question regarding the Snack Bar operation by Concord Youth Hockey and the hours it is supposed to be open. Jeff Bardwell explained that he has already contacted CYHA about the hours of operation as the snack bar has not been open as often as last year. Discussion took place on the snack bar operation bid process and how CYHA ended up running the operation.

Rates for FY14

Jeff Bardwell handed out the finance department spreadsheet on rates charged by the arena and recommendation for increases if any for FY14. Discussion took place on the parking fees, Jeff Bardwell explained that court parking originally took place in the arena lot and that bus parking was added several years ago. Court parking has since moved to the new parking garage and parking revenue is in one to two hundred range each year. Mark Coen suggested that this might be an area to expand revenue. Gerry Blanchette cautioned that it could also cause problems with arena operations. Jeff Bardwell concurred and that any parking by groups needs to be a scheduled event so that it does not interfere with arena operations. Discussion took place on the city land by the skate park and that this area should be designated as part of the area to be charged. Mike Gfroerer suggested having an ordinance created that could be enforced.

Jeff Bardwell explained the ice rates and that of the 15 municipal and nonprofit arenas surveyed, the Everett Arena was the third highest in prime ice rental and the highest in off ice rental. Prime rate is Monday through Friday from 2:30 PM to midnight and 7:00 AM to midnight on Saturday and Sunday. Discussion took place on prime and non-prime ice and Jeff Bardwell explained that the late night groups are the ones who have been cutting back on usage and will look into changing the time for non-prime to start at 10:00 PM in an effort to maintain current customers and possibly attract others. Mark Coen suggested looking into making the rates more flexible like the golf course recently did may be beneficial to the arena.

Mike Gfroerer suggested that another column be added to the spreadsheet showing the revenue and what impact a new rate would have on the budget. Jeff Bardwell will either have another column added or supply the rate information in another spreadsheet that will include the requested information. In the future information will be sent out in advance to be reviewed prior to the meeting. Dan Arndt made a motion to accept the rates, Mark Coen seconded, there was no discussion, motion passed unanimously.

Advertising Update

Current advertising revenue for the arena is 22,800 to date and that the partnership with the Black Ice organization has worked well in selling ads. Dan Arndt inquired about advertising on the Zamboni and Chris Brown explained that they have had some interest but no one has come forward to date. The cost for advertising on the Zamboni is 5,000 plus the cost to have the ad created and the machine wrapped which can be as high as another 5,000. Dan Arndt asked if a smaller ad would fit on one of the flat areas, Jeff Bardwell will look into what other options might be possible along with another fee.

Membrane Roof Replacement

The membrane roof is scheduled for replacement in FY14 and staff is working on the specification to go out to bid. There is 62,000 left from the floor project that staff is recommending be put toward the roof project along with the 50,000 that is budgeted for next year. Gerry Blanchette has a roofing contractor that is working on another city project coming to look at the roof and put together a firmer budget number.

Furnace Replacement

Jeff Bardwell reported that the furnace on the west end of the building has been replaced.

Spring & Summer Shows

Jeff Bardwell reported that there are 26 show dates in the current fiscal year. In light of recent incidents in Connecticut the city's legal department reviewed the hosting of various shows and indicates it would be unconstitutional for the city to discriminate against any group wishing to rent the arena as long as they are willing to comply with federal, state and local laws and all ordinances of the City of Concord, and all regulations issued by the Concord Police, Fire, and General Services Departments.

Other Business

Mike Gfroerer asked what the status was of a new entrance, Jeff Bardwell indicated that 20,000 is in capital outlay in FY16 for study/engineering but nothing else had been done since the last meeting. Chris Brown asked if anything can be done sooner than FY16 either through fund raising or some other method. Discussion took place on possible private/public partnership to move the project along. Gerry Blanchette indicated some preliminary work can be done at little or no cost to get things moving. Jeff Bardwell will follow up with Gerry Blanchette and Chris Brown.

Nick Wallner made a motion to adjourn.

Meeting adjourned 9:15 AM

Respectfully Submitted

Jeffrey R. Bardwell
Arena & Properties Manager