

ARENA ADVISORY MEETING MINUTES

Thursday, July 14, 2011

Everett Arena 8:00 AM

Present: Gerry Blanchette, David Palisi, Mike Gfroerer, Dan Arndt, Councilor Mark Coen, Arena & Properties Manager Jeff Bardwell, Duncan Walsh, Arena; Chris Brown from the Black Ice Pond Hockey Association; Cheryl Tufts from 3W Designs

Absent: Councilor Dick Patten; Tom Ackerson, Nick Wallner

Meeting called to order at 8:10 AM

Rink Bedding Replacement Project

Jeff Bardwell updated the committee on the status of the floor replacement project. The project is currently on schedule, all the demolition is complete, floor is graded, insulation is in place, chairs and rebar has been installed and the new headers have been installed. Piping is scheduled next and the project is progressing with the concrete placement the first week in August. The first set of off ice shows originally scheduled for August 20 and 21 where rescheduled to September 10 and 11 to allow for a longer wet cure time recommended by Interstate Concrete.

Arena Advertising

The arena advertising agreement with Millennium Advertising will expire in September and staff has been looking at the best course of action to take with future advertising at the arena. Jeff Bardwell has been in discussions with Chris Brown from Black Ice on their group taking over advertising after the Millennium contract expires. Chris Brown presented to the committee that Black Ice is interested in the advertising at the arena because it ties in well to their 1883 Black Ice Pond Hockey Tournament that was a huge success last January and will be an annual event in the City. The Black Ice Pond Hockey Association feels that many of the business's that sponsored the Black Ice event will be interested in exposure at the Everett Arena in conjunction with the Black Ice Tournament. The association is also in the final stages of obtaining its non profit status which will be an added benefit to businesses looking to get involved in the Black Ice/Everett Arena marketing opportunities. Jeff Bardwell explained to the committee the history of advertising at the arena which has been done in house and also gone out to bid several times and the last time with only one bidder. Performance in the advertising has been marginal and staff is looking for ways to improve the revenue that can be generated. Mark Coen and Mike Gfroerer questioned how this would work with the City of Concord's rules on weather it needed to go to bid. Jeff Bardwell explained that the city manager has the right to approve if he feels it is in the city's best interest and with the history of already having bid several times and the results it should not be an issue. Dave Palisi explained that the funds that Black Ice raises with the Pond Hockey Tournament also come back to the city in the way of improvements to skating opportunities in Concord such as the skating at Rollins Park and going toward a new skate house at White's Park. Chris Brown added that if there are projects at the Everett Arena there would be an opportunity for some funding from Black Ice. Gerry Blanchette made a motion to approve moving ahead with Black Ice taking over the advertising at the arena, Dave Palisi seconded, there was no further discussion, motion passed unanimously.

City Beverage Contract

Jeff Bardwell updated the committee on the city wide beverage contract and that the bid was awarded to Coke. As part of the agreement the Everett Arena will be receiving a center hung scoreboard. The change over from Pepsi to Coke should take place in August.

Lobby Entrance Improvements

Upgrades to the lobby entrance was discussed, everything from redoing the snack bar and front office area to replacing existing internal doors. In the end the committee decided to replace the internal wood doors, install wall murals and pictures, paint, install new flooring, signage, etc to improve what the arena has within its budget. Dave Palisi is heading up the picture campaign to collect pictures of hockey and ice skating in the community. A flat screen TV will also be explored as an option in the area by the snack bar. Cheryl Tufts is helping with paint and flooring color and coordinating the wall murals and pictures. The project will also include improvements to the front office door and some wall painting and window treatments, the lower panels to the main entrance front doors and main entrance sign and lighting. The advisory committee voted via email on July 14, 2011 to move ahead with the lobby and scoreboard improvements as discussed, vote was unanimous with Gerry Blanchette abstaining on the scoreboard portion.

Meeting adjourned 9:40 AM

Respectfully Submitted

Jeffrey R. Bardwell
Arena & Properties Manager