

ARENA ADVISORY MEETING MINUTES

Friday, October 28, 2011

Everett Arena 8:00 AM

Present: Chairman Nick Wallner, David Palisi, Tom Ackerson, Gerry Blanchette , Dan Arndt, Councilor Mark Coen, Arena & Properties Manager Jeff Bardwell
Absent: Councilor Dick Patten; Mike Gfroerer

Meeting called to order at 8:00 AM

Rink Bedding Replacement Project

Jeff Bardwell updated the committee on the completion of the floor replacement project. The General Contractor, DL King, did a good job of keeping the project on time and within the specifications of the RFP. There were not any issues that caused the project to delay off ice events the end of August and opening for ice operations on October 1st as scheduled.

Score Board Project

Jeff Bardwell updated the committee on the completion of the score board installation. The four sided center hung score board was assembled and installed on Thursday, October 6th by DL King and arena staff. The score board was paid for by Coca-Cola as part of the beverage contract negotiations. Discussion took place on the old arena score clock. Jeff Bardwell indicated that he is working with the City of Concord's purchasing manager, Doug Ross, on getting it advertised on govdeals.com as a possible means of selling it. Dan Arndt questioned if it had any value to leave it in place as a time of day clock. Jeff Bardwell explained that the clocks time do not sync and causes confusion if both are displaying time of day, the arena is also looking into putting a message center in the old score clock's spot. Dave Palisi thought that Oyster River might be interested in the score clock, Jeff Bardwell will follow up with Durham and see if they are interested.

Lobby Entrance Improvements

With the floor project coming in under budget the arena was also able to upgrade the lobby with new paint, wall murals, new flooring and a new interior set of doors. The next phase of the lobby renovations include continuing the wall mural in front of the snack bar, installing a TV in the lobby, outside signage and entrance lighting, front office door and interior painting and window treatments in the front office.

Arena Advertising Update

Jeff Bardwell updated the committee that the arena advertising sales has almost doubled since the Black Ice Group has taken over and made it part of their sales package for the annual Black Ice Pond Hockey Tournament. Last years annual sales were approximately \$5,000 and the Black Ice Group has almost \$10,000 committed to date. Dan Arndt mentioned some feedback from the owner of Rossview Farms that he was disappointed that he couldn't just advertise with Black Ice but had to be included in advertising in the arena too. Discussion took place on why someone would not want to increase their advertising exposure. Jeff Bardwell will follow up with Chris Brown on their advertising campaign.

Roller Derby Reduced Fee Request

A letter from Granite State Roller Derby was sent to the City Council requesting a reduction in the fee charged at the arena. The City Council sent the issue to the arena advisory committee for review and comment. The arena advisory committee reviewed and discussed the request. Dan Arndt asked about the off ice rates, Jeff Bardwell said the daily show rate is \$1,850 per day and the arena does not charge for the day of set up. There is also an off ice hourly rate of \$75 per hour for groups such little league that hold tryouts or if

the roller derby group wanted to practice. Jeff Bardwell explained that other venues charge amounts ranging from \$1,200 to \$2,000 a day. For example Dover charges \$1,200 a day and an additional \$200 a day for a staff person. The Everett Arena charges \$1,850 a day but that includes a staff person. Other facilities such as Dover Arena, JFK in Manchester and the Laconia Ice Arena do not give a discount to non profit groups. Mark Coen said that well run non profit groups typically can make money. There is a danger in granting groups reduced rates or waiving fees when it is part of a department's budget that depends on revenue to offset expenses. Tom Ackerson felt it was a slippery slope if you start giving discounts to one group, other non profit groups would deserve the same consideration. Mark Coen indicated that groups could request money from the City, such as the Boys Club had done in previous years. Dave Palisi made a motion to stay with the current rate structure at the arena which does not allow for any discounted rate and that the Granite State Roller Derby should approach the City Council for any available funding for non profit groups, motion was seconded by Nick Wallner, there was no further discussion, motioned passed unanimously.

Nick Wallner made a motion to adjourn,

Meeting adjourned 8:50 AM

Respectfully Submitted

Jeffrey R. Bardwell
Arena & Properties Manager