

ARENA ADVISORY MEETING MINUTES

Thursday June 30, 2016

Everett Arena 8:00 A.M.

Present: Nick Wallner, Councilor Gail Matson, Chris Brown, Mick Mounsey, Arena & Properties Manager Jeff Bardwell, Public Properties Superintendent Jay Burgess

Absent: Gerry Blanchette, Mike Gfroerer, Dan Arndt, Councilor Dan St. Hilaire

Meeting called to order at 8:05 AM

Budget Update

Jeff Bardwell updated the committee on the FY16 budget, the budget is estimated to finish (39,188) due to the chiller work that needed to be completed in August 2015. June 29th budget performance report indicates that final numbers should show an improvement over the estimated. Public skating attendance numbers are up over last years by close to a thousand. This is attributed to the mild winter and less outdoor skating opportunities. Electric use is down from the budgeted amount by (9,750), this is attributed to efficiencies gained from the chiller work and maximizing night time temperature setbacks. The FY17 budget projects the arena to breakeven and includes the scheduled chiller replacement in the summer of 2017.

Mayor's Event Committee

In Dan St. Hilaire's absent, Jeff Bardwell updated the committee based on information from the Recreation Director, David Gill. The committee had its initial meeting last week and due to the volume of information that was sent prior, not all members had a chance to review. The committee discussed events in the city parks and at the arena. The committee will also be reviewing for profit vs non-profit fees. The Recreation Director is putting together a power point presentation to walk the committee through renting a facility. The next meeting is scheduled for 7/13/16.

Nick Wallner commented that he had requested to be on the committee but did not hear anything. Gail Matson suggested Nick contact the mayor.

Discussion took place on events that are charged for use of the park area such as Kiwanis and groups that have not been charged such as W.O.W. Jeff Bardwell explained that the guideline that is used is any event that precludes the arena from renting inside the facility will be charged the show rate however the arena does not charge other city departments. Recreation started W.O.W. and ran it for two years, now Rotary has taken over the operation. Nick Wallner commented that their needs to be equity in charging fees. Discussion took place on for profit vs non-profit fees and the impact it would have on the arena fund if there was a decrease in revenue due to groups paying a non-profit rate.

A master plan development for city parks will also be reviewed this year and the recreation and the arena advisory committees will be involved. Discussion took place on the current master plan for Kiwanis Park which includes playing fields and amphitheater. Parking will need to be considered as part of the plan for Kiwanis Park.

LED Project

The LED project is being pushed off until spring of 2017 due to timing of approvals and the project needs to be completed when the ice is out.

Roller Skating

Rolling skating launched Friday, June 10th and will continue through July 31st. The program has been well received by local skaters who are excited to have a closer place to skate. Attendance for the first three weekends is 369 skaters and 251 skate rentals. Program numbers are running close to estimate. Media coverage of the opening weekend was very good which included radio, social media (conducted by the General Services Department); articles in the newspaper and T.V. coverage by channel 9.

Everett Arena Rental Guidelines

In light of the discussions on park and facility use Jeff Bardwell updated the committee on what guidelines are currently used when renting the Everett Arena.

Ice and off-ice existing customers have preference to the same dates and times each year as long as they are current with payment and required paperwork. New customers may rent any other dates available. Paid events take preference over non-paid events in the scheduling process. Outside events that preclude the arena from renting inside the facility will be charged the normal daily show rate unless waived by the city council. City departments are not charged for use of the arena lot. Parking lot vendors pay the approved rental fees and obtain all necessary permits from code, such as peddler's license etc.

Nick Wallner suggested keeping a list of events where the fee is waived or reduced. Jeff Bardwell explained that the arena does track that list of events.

Other Revenue Sources

Jeff Bardwell updated the committee that the arena is always looking to increase its revenue sources. FY17 will be the last year of the pro shop lease and recommends the arena taking over the operation starting in FY18. The current lease pays the arena six thousand dollars a year and the arena could do much better than that just in skate rentals and skate sharpening. Chris Brown asked what would be sold; Jeff Bardwell explained that it would include items such as mouth guards and tape, not a full retail store. Nick Wallner asked if the arena could handle the operation, Jeff Bardwell explained that the arena currently runs the snack bar and that the last time the snack bar was leased the arena was paid 12,000 per year; this year the arena will net 19,168 dollars. Taking on the pro shop operation will not only boost revenue but also provide better customer service. The committee will look at this option at upcoming meetings.

Another potential revenue source is alcohol sales for selected events. Some events such as MMA seek out other venues that provide alcohol sales. Discussion took place on the pros and cons of alcohol sales. Jeff Bardwell will look into it and report back at the next advisory meeting.

Meeting adjourned 8:50 AM

Respectfully Submitted

Jeffrey R. Bardwell
Arena & Properties Manager