

ARENA ADVISORY MEETING MINUTES

Thursday, February 1, 2018

Everett Arena 8:00 A.M.

Present: Nick Wallner, Chris Brown, Mick Mounsey, Councilor Dan St. Hilaire, Dan Arndt, Councilor Gail Matson, Joe Farrelly, Arena & Properties Manager Jeff Bardwell; Public Properties Superintendent Jay Burgess

Absent: Gerry Blanchette; Mike Gfroerer

Guest: Randy Cotton, Concord Crew

Meeting called to order at 8:00 AM

Fee Schedule 2018-19

Jeff Bardwell distributed recommended rates for fiscal year 2019. Only increase in the ice rates is youth stick practice. Increases in off-ice rates include: Daily Show Rate and Parking Lot Vendor Rates. Dan Arndt asked about increasing the Daily Show Rate more than the recommended amount. Jeff Bardwell indicated that there have been steady increases each year and the Everett is at the top of the market with similar facilities. Many of the events are repeat customers and we do not want to drive them out with a large increase. Also, currently there is no waiting list for events. Nick Wallner mentioned the new sports plex that is being proposed on Route 106 and may have an impact on the arena if they offer events. Dan St. Hilaire made a motion to approve the fee schedule for fiscal year 2019, Gail Matson 2nd, there was no further discussion, motion passed unanimously.

Mick Mounsey asked if TSR was going to continue to run the Pro Shop next season. Jeff Bardwell explained that their lease is up in mid-March and this does create another revenue opportunity for the arena by taking over the operation. The arena took over the Snack Bar operation several years ago and has run it successfully bringing in more revenue than leasing the space. The customer service aspect is also a main driver for operating the Pro Shop so the hours of operation and quality of service will be consistent. Lengthy discussion took place on the Pro Shop operation, Dan Arndt asked about staffing, Jeff Bardwell indicated current staff on duty would handle Monday through Friday and there would be dedicated staff on weekends, school vacation weeks, weekday high school games and tournaments. Additional staffing would be considered if demand warranted. Gail Matson made a motion for the arena to pursue the Pro Shop operation, Dan St. Hilaire 2nd, there was no further discussion, motion passed unanimously.

Chris Brown asked if the arena had considered curling. Jeff Bardwell explained the arena has looked into curling and had a demonstration two years ago from the manager at Plymouth State. The issue with starting a curling league at the Everett is the earliest time slot is Saturday night at 9:30 PM; all other evenings are booked until 10:45 PM.

Dan Arndt asked about other summer off ice activities besides shows, Jeff Bardwell explained other activities include: Granite State Roller Derby Bouts and practices; Roller Skating in June and July; CYHA ran an inline hockey skills program during July and August of 2017. Arndt asked about running a street hockey league, Bardwell indicated that is something the arena is pursuing.

Dan St. Hilaire brought up alcohol sales as an additional revenue source. Bardwell commented that the last time this was discussed arena advisory recommended letting the renting vendor deal with providing alcohol. Discussion took place on alcohol sales being offered by the arena. Arena advisory is now recommending pursuing it as another revenue source.

Master Plan – Kiwanis Riverfront Park

The subcommittee for the arena has been formed, advisory members include: Nick Wallner, Gerry Blanchette, Dan Arndt, Mike Gfroerer. Randy Cotton from Concord Crew indicated they want to be more involved and is working on better communication on their end. No meeting has been set by Recreation; Jeff Bardwell will inquire when the next one is planned.

Meeting adjourned 9:20 AM

Respectfully Submitted

Jeffrey R. Bardwell
Arena & Properties Manager