



CITY OF
DOVER

DOVER ARENA COMMISSION-MINUTES

Meeting Type: Regular Meeting
Meeting Location: Dover Arena – 110 Portland Avenue, Dover, NH 03820
Meeting Date: **Tuesday, March 20, 2007**
Meeting Time: **7:00pm**

Meeting called to order 7:03 PM at the Sam Allen Conference Room.

In attendance: Present: Colleen Carlisi, Ron Huml, Gary Bannon, Brian Wilson, Dave Goodwin, Jan Nedelka, Marty Sullivan, Councilor Liaison Doug Dede, Joe Nicolella, Larry Raiche and Gary Gilmore

- I. **Approval of the Minutes:** Motion to accept the minutes from the meeting on Tuesday, January 30th was made by Marty Sullivan, seconded by Ron Huml. Motion to accept the minutes from the meeting on Tuesday, February 20th was made by Gary Gilmore, seconded by Ron Huml.
- II. **Financial Statement:** Motion to accept the financial statement was made by Ron Huml, seconded by Jan Nedelka.
- III. **Recreation Director's Report:** With facility manager Pat McNulty away for the week, Gary Bannon presented both his and McNulty's report. Bannon explained that the lighting/energy Intel contract for more efficient lighting was approved at the city council last week. The ice comes out of the foster rink at the end of March, first of April so the facility maintenance crew will be able to change those lights out quickly. The acceptance of the Zamboni donation conditions was also approved. Attorney Krans is in the process of negotiating about the paint issue and it is going to arbitration. Motion to accept the recreation director's report was made by Ron Huml, seconded by Marty Sullivan.
- IV. **Program Supervisor's Report:** For programming, the spring programs are up and being advertised. The recreation department brochure is coming out in the middle of April and these programs will be included. In addition to spring programming, the arena has four visiting hockey camps booked for this summer. The arena is also considering running mini camps in late August. McNulty and Wilson discussed alternative ways of selling summer ice during slow times, including reduced rates and party packages. They are trying to find if there's any interest in consistently renting the ice at a reduced rate through the summer. Additionally, Wilson is looking into drop in lessons for the Learn to Skate program. The 3-on-3 program is nearly full and the other spring programs are steadily filling. Motion to accept the program supervisor's report was made by Marty Sullivan, seconded by Gary Gilmore.
- V. **Marketing Status Report:** Beginning on March 21st the arena will launch its spring radio campaign on WTSN and the Bay. Because it is a part of the dasher ad trade deal, the value of the radio time is \$3000.00, however the arena will incur no expenses. There will be two rotating ads, one highlighting children's programming and one for adults. Carlisi is currently in the midst of negotiating a deal with Landcare for advertising on bathroom stalls. The project is still in progress. There are five events planned for the off ice spring programming which should generate \$8400.00 in revenue just from floor rental. On average, the snack bar pulls in an additional \$2000.00 on these busy weekends. Carlisi also send out a questionnaire about the economic impact that the girls tourney had on local sponsors. The Days Inn, Comfort Inn and Hampton Inn all fared tremendously and were extremely pleased with the revenue generated from the tourney. The snack bar pulled in an additional \$2321.55 from that weekend. Motion to accept the marketing manager's report was made by Joe Nicolella, seconded by Ron Huml.
- VI. With no further business to discuss, meeting was adjourned at 8:15 PM. Motion to adjourn was made by Ron Huml, seconded by Jan Nedelka.



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Next meeting is set for April 17th, 2007; 7:00 PM

Submitted by: Colleen Carlisi
MARKETING MANAGER