



CITY OF
DOVER

DOVER ARENA COMMISSION-MINUTES

Meeting Type: Regular Meeting
Meeting Location: Dover Arena – 110 Portland Avenue, Dover, NH 03820
Meeting Date: **Tuesday, April 17, 2007**
Meeting Time: **7:00pm**

Meeting called to order 7:10 PM at the Sam Allen Conference Room.

In attendance: Present: Gary Bannon, Gary Gilmore, Brian Wilson, Pat McNulty, Colleen Carlisi, Dave Goodwin, Councilor Liaison Doug Dede, Jan Nedelka

- I. **Financial Statements:** The arena is still operating in the black this month, as last year it was not in this position due to the gas bill. The arena is currently low on sales and service revenue because at payment of \$56,000 from Dover Youth Hockey came in late and will show up in April's statements. The Arena is currently in a much better position than it was last year. Motion to accept the financial statement was made by Gary Gilmore, seconded by Jan Nedelka.
- II. **Recreation Supervisor's Report:** On April 18th, Bannon is presenting his budget to the city council. Bannon is planning on highlighting improvements with the arena budget – increased revenues, improved attendance in programming, and a tighter more efficient budget. The summer brochure is at the printers and in the mail. The baseball and softball leagues are currently practicing in the arena due to the wet and unusable conditions of the field. The arena has been able to host a different demographic in the arena by accommodating the teams. The arena has been sold out from 3:30-8:30 every night with these teams practicing. Motion to accept the recreation supervisor's report was made by Gary Gilmore, seconded by Jan Nedelka.
- III. **Facility Manager's Report:** The lighting for the retro fit came yesterday via tractor trailer. Intel is coming within 10 days to install the lighting, ahead of schedule. Everything is in place, however, the staff is just waiting for the electrician to call with the schedule. The Exeter Seawolves are on board for next season and will be buying morning ice that usually goes untouched. The building is coming off of automated Siemens system – which will allow the staff to have more control over heating and cooling. The arena staff should see dramatic changes in the gas bill. The compressors now hardly run all day and if they do run, they go at half speed (only one). There's an interest in Saturday ice through the summer. Additionally, the arena has hosted several private birthday parties and the public has expressed an interest in hockey clinics and other private hockey events. Motion to accept the facility manager's report was made by Jan Nedelka, seconded by Gary Gilmore.
- IV. **Program Supervisor's Report:** 3 on 3 starts on Thursday and Friday with all the levels full with participants. Everything is on the website including rosters, schedules and rules. That program is going very smooth and has plenty of parent volunteers. Intro to youth hockey and adult hockey are starting this week with average attendance. Camp Kool will start its registration on May 7th. The director and some staff will not be returning so we'll be looking for new hires. The arena staff just hired a woman from Georgia, worked with Atlanta Thrashers as hockey development program. Also worked with youth programs (mini-Thrashers). Recently moved to area, chiropractor in Durham. Motion to accept the recreation supervisor's report was made by Jan Nedelka, seconded by Gary Gilmore.
- V. **Marketing Status Report:** The WTSN/The Bay Campaign Spring Program Ad campaign is coming to a close as the arena posted: 128 runs, 7 on weekday, 5 on weekend for WTSN; and 65 runs, 4 on weekday, 1 to 2 on weekend for The Bay. The WTSN/The Bay Camp Kool Campaign starts Monday, April 23rd. To measure the effectiveness of the campaign, Carlisi is going to do a comparative analysis on registrations from this past year to last year to see if commercials had an impact on attendance. Parenting NH Camp Expo was cancelled so the arena was offered a 1/8 full color ad for the Camp Edition, valued at \$384.00. The Camp Expo only cost \$200.00 so the ad was a more than fair trade.



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The Dog Show generated \$2400.00 in floor revenue and \$600.00 from the snack bar. The Kids Fest is next weekend and the staff is going to be passing out free summer skate passes in order to reach consumers who don't regularly frequent the arena. The Best Western is jumping on board as a sponsor the marketing manager renewed its sponsorship contracts with the Days Inn and Granite State College which will account for \$2200.00 in sponsorship revenue.

Other Business: Jan Nedelka is currently speaking to phone administrators about doing Voice Over IP in order to save costs. Preliminary costs would cut the phone bill in half if the arena went with this option.

With no further business to discuss, meeting was adjourned at 8:35 PM.

Next meeting is set for May 15, 2007; 7:00 PM

Submitted by: Colleen Carlisi
MARKETING MANAGER