



CITY OF
DOVER

DOVER ARENA COMMISSION-MINUTES

Meeting Type: Regular Meeting
Meeting Location: Dover Arena – 110 Portland Avenue, Dover, NH 03820
Meeting Date: **Tuesday, May 15, 2007**
Meeting Time: **7:00pm**

Meeting called to order 6:59 PM at the Sam Allen Conference Room.

In attendance: Present: Gary Bannon, Gary Gilmore, Brian Wilson, Pat McNulty, Colleen Carlisi, Jan Nedelka, Ron Huml, Larry Raiche.

Not present: Councilor Liaison Doug Dede, Marty Sullivan, Dave Goodwin

- I. **Approval of the minutes:** Motion to accept meeting minutes from Tuesday, April 17th, 2007 was made by Jan Nedelka, seconded by Ron Huml.
- II. **Financial Statements:** Month to month, tracking revenue and expenses, April was an unusually profitable month as the arena brought in over \$100,000. April is usually a lean month with a drop off in revenues but a trim in costs along with increased revenues have showed a positive result. Revenues were \$30,000 more than we predicted in the budget at this time of year. The arena is currently showing a profit of \$128,000. If the arena keeps up the progress, it has a chance of breaking even without any further debt. However, May is traditionally the leanest month of the fiscal year so the staff is taking extra measures to keep costs down. Motion to accept the financial statement was made by Gary Gilmore, seconded by Jan Nedelka.
- III. **Recreation Director's Report:** The Dover Community Notes have been mailed to all Dover residents a couple of weeks ago. The new brochure was printed in full color in order to garner more attention. Camp Kool as well as our summer programs and summer schedule are included in the Summer Brochure. The staff is gearing up for summer programs, including our day camp. The goal is to fill every program with as many participants as possible in all activities. The budget is still before the council and most key questions on the recreation side were about the arena, Bannon was able to address the concerns. The RFP for the contracting out of the arena operation is still being processed but has been delayed due to demands of budget season. Motion to accept the Recreation Director's report was made by Larry Raiche, seconded by Jan Nedelka.
- IV. **Facility Manager's Report:** The lighting project is underway with 90% of the Foster Rink completed. The Holt Rink was started today with its completion on the beginning of the week of May 22nd. The crew has done a fantastic job with moving the project along quickly. The maintenance staff has been working on landscaping projects to improve the appearance of the arena. In order to further save costs, McNulty has trimmed the part time staff, but will need to hire a couple of workers to scrub the boards before the ice in the Foster Rink goes back in. Motion to accept the facility manager's report was made by Gary Gilmore, seconded by Ron Huml.
- V. **Program Supervisor's Report:** Since the commission last met, most of the spring programs have started. The 3 on 3 program is full with 140 plus kids with additional kids as alternates who pay a per game fee. The Coed C and B leagues are also full with a combined ten teams with 139 players. These programs started a month earlier; therefore the revenues were posted in lean months April and May as opposed to July which would fall under the next fiscal year. The arena has a few learn to skate sessions left, but enrollment is traditionally slimmer in the summer months. A new staffer, Tyanne Sylvester has also been brought on board and will help implement mini camps and skills sessions. The summer camp staff is in place with the return of three counselors and a camp director. With 75% of the summer staff in place, Wilson will only need to hire one new counselor this summer. The new Rock Night lights have also been hung in the Foster Rink. The lights will allow the staff some flexibility to switch



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between the rinks during the busy high school hockey season. Motion to accept the recreation supervisor's report was made by Gary Gilmore, seconded by Jan Nedelka.

- VI. **Marketing Status Report:** The push for summer programs began a couple of weeks ago with press releases going out regarding off ice floor rental and Camp Kool. Although it may not be run in the local newspapers, the extensive email list is a great way to communicate with customers who are interested in arena programs. With \$2021.00 left in the marketing budget for the year, Carlisi made the choice to invest \$1460.00 in commercial programming at the popular local radio station, WERZ. 34 commercials will air the last week of May, starting on the holiday weekend. 30 additional commercials will air on WERZ.com's live radio stream. With this plan, the arena will be able to purchase the same package at half price (\$640.00) the week of August 27th. This will be charged to the 07-08 fiscal year and will promote fall programs. Additionally, the arena will be purchasing a banner promoting summer programs. The 40"x 180" banner is reusable and will hang downtown for two weeks starting July 2nd. Until the banner is able to occupy the spot downtown, it is a great investment as it can be hung anywhere. Last month, a full color ¼ ad ran in the Camp Edition of Parenting New Hampshire. The value of the ad is \$320.00 but it was offered as an exchange for the cancelled Camp Expo (registration valued at \$200.00). Best Western is also a new addition to our family of sponsors with a 6 foot dasher valued at \$660.00. Motion to accept the marketing status report was made by Gary Gilmore, seconded by Larry Raiche.

With no further business to discuss, meeting was adjourned at 8:01 PM.

Next meeting is set for June 19th, 2007; 7:00 PM

Submitted by: Colleen Carlisi
MARKETING MANAGER