



CITY OF
DOVER

DOVER ARENA COMMISSION-MINUTES

Meeting Type: Regular Meeting
Meeting Location: Dover Arena – 110 Portland Avenue, Dover, NH 03820
Meeting Date: **Tuesday, August 21, 2007**
Meeting Time: **7:00pm**

Meeting called to order at 7:04 PM at the Sam Allen Conference Room.

In attendance: Present: Gary Bannon, Brian Wilson, Colleen Carlisi, Pat McNulty, Gary Gilmore, Marty Sullivan, Jan Nedelka and Dave Goodwin.

Not present: Larry Raiche, Councilor Liaison Doug Dede and Ron Huml

- I. **Approval of the minutes:** Motion to accept meeting minutes from Tuesday, July 17th was made by Jan Nedelka, seconded by Marty Sullivan.
- II. **Financial Statements:** For July the Arena posted revenues \$16,000 in excess of expenses as the arena garnered additional revenues as a result of a successful Camp Kool summer camp program. Hourly employee costs also went down by \$5000.00 from last year due to annual adjustments. Depreciation expenses and the arena property insurance fees have not been included in the financial report as the finance office has added those expenses yet. The Commission also made a recommendation to go back to billing in arrears in order to avoid the problem of time consuming abatements and the reconciling of accounts as a result of changes in ice time. Gary Gilmore made a motion to make a recommendation to the City Manager and Finance Department to go back to billing in arrears, seconded by Jan Nedelka. Motion to accept the financial statement was made by Marty Sullivan, seconded by Gary Gilmore.
- III. **Recreation Director's Report:** The RFP went out for the lease of the arena, with only one response from a representative from Rink Management Systems, an organization that runs approximately 25 arenas around the country. The representative came for the mandatory site visit on Wednesday, August 8th and stayed to meet with rink representatives and take photos. If there is a proposal submitted, the commission would be welcome to review the proposal before it is passed on to the City Manager. The Recreation Department bi-annual brochure will go to print this week and will be mailed out around September 5th. It is a major marketing tool for the Arena and recreation program as it is mailed to every resident in Dover. The Arena management is looking to find other opportunities for revenue and is looking to develop the open space in the Holt Rink as an off-ice skill and practice area. After doing extensive research, the management along with Chris Grassie and Ray Terrell of the Seacoast Spartans, the group concluded that the area would best be served by installing an off ice shooting and land drill area (for camps and clinics) and would double as a lacrosse, baseball and golf practice area. Grassie and Terrell joined the discussion about the proposal and explained that they were looking for a space to work on hockey skills and drills in a private lesson setting. Renting the ice to work on these kinds of skills is cost prohibitive and a better alternative would be on the Holt Rink's smooth surfaced flooring. There's a definite market for these kinds of private lessons, and the space the rink has available is ideal to accommodate these goals. Grassie suggested that he would pay for the construction of the facility with his costs being recouped with a discounted fee to use the facility. A motion to move forward with the proposal to allow Grassie and Terrell to fund the improvements to the Holt Rink, pending proper approval, by building an enclosed practice area was made by Gary Gilmore, seconded by Marty Sullivan. Motion to accept the Recreation Director's report was made by Jan Nedelka, seconded by Gary Gilmore.
- IV. **Arena Manager's Report:** The ice in the Foster Rink will be installed beginning Friday, August 24th. Pitbull Painting, the organization that repainted the beams in the Holt Rink, has offered to paint its walls in exchange for two eight foot banners in the Holt Rink. The project will begin Monday, August 27th. The soft start for the electric compressor was installed and wired, the heat exchanger and the



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cooling unit will also be completed this week. Motion to accept the Arena Manager's report was made by Marty Sullivan, seconded by Jan Nedelka.

- V. **Program Supervisor's Report:** Friday was the arena's last day for Camp Kool. The summer was very successful as the rink made roughly \$21,000 in profit, and brought \$12,000 more in revenue than last season. Fall programs are going to be starting the first week in September with registration opening up last Friday. Additionally, Wilson is looking to reformat his Beginning Skate program so that it is more structured and organized. Additional equipment may be needed to supplement the program and make the program more fun and interesting for the young groups of skaters. First drafts of teams' ice schedules have gone out to our biggest user groups and are nearly set with the schedule for the entire year. Motion to accept the Program Supervisor's report was made by Gary Gilmore, seconded by Jan Nedelka.
- VI. **Marketing Status Report:** The fall marketing campaign kicked off last week. Various media outlets are being used including 64 radio spots on WERZ starting Monday, August 27th; two slides on Channel 22 advertising birthday parties and fall programs; an A-frame at the corner of Central and Washington; 1500 flyers going out to children in Dover elementary schools the first week of classes; and a press release highlighting our programs and public skate that went out on August 15th. Total costs for the fall advertising campaign were \$818.00 (\$710.00 for the radio ads and \$108.00 for flyers). Carlisi is currently looking into advertising on The Weather Channel Local Forecast Ticker. There were three renewals this past July totaling \$2990.00 in cash revenue and \$1000.00 in trade. Two new contracts are also in the works with Nike Bauer and the U.S. National Guard. Motion to accept the marketing status report was made by Marty Sullivan, seconded by Gary Gilmore.

With no further business to discuss, motion to adjourn the meeting was made by Gary Gilmore, seconded by Marty Sullivan. The meeting was adjourned at 8:44 PM.

Next meeting is set for September 18th, 2007 at 7 p.m.

Submitted by: Colleen Carlisi
MARKETING MANAGER