

MEETING MINUTES

**Treadwell Arena Advisory Board (TAAB)
City & Borough of Juneau
Tuesday, November 10, 2015
City Hall Assembly Chambers- 6:00pm**

- I. Call to Order: 6:00pm
- II. Roll Call: members present – Steve Quinn, Jason Soza, Patty Collins, Molly McCormick, Bret Connell, Liz Balstad
Members Absent – Taylor Horne
Staff Present – Kirk Duncan, Lauren Anderson
- III. Approval of Agenda: Motion was approved
- IV. Approval of Minutes: October 28, 2015 – minutes amended - corrections will be made and updated
- V. Public Participation: none
- VI. Election of Officers: Waiting for the return of Chair, Taylor Horne
 - Vice- Chair
- VII. Marketing Presentation- by Lauren Anderson:
 - Marketing Plan** – Focusing on Dasherboard sales and other advertising opportunities over the last 2 years, building community relationships and partnerships.
 - Increase in ice rentals – Dentist office patience appreciation, local businesses, etc
 - Naming Rights – RFP would be required
 - Radio time KINY & KTOO
 - Programming** - funding availability, non-prime hours of ice time being used for programs, creative uses of ice time (Adaptive, 1st goals adult hockey, Parent & tot, open skate partnerships/sponsors).
 - Future Programming** – 3rd grade, UAS 101, Skate your Way across AK
 - Marketing Consultant** – Never used. Juneau is a unique market but worth exploring consulting options. Continue to work with other rinks in AK and US
- VIII. General Discussion:
- IX. Board Comments:
- X. **Next meeting date:** TBD Dec. 1, 2, 3
Steve Quinn out of the country until Dec 6
- XI. Adjournment