

Meeting Minutes

Treadwell Arena Advisory Board (TAAB)

City & Borough of Juneau

Tuesday, July 19, 2016

Downtown Library – 5:30pm-6:30pm

- I. Call to Order: 5:39pm
- II. Roll Call: members present – Liz Balstad, Molly McCormick, Miles Brooks, Patty Collins & Bret Connell
Members Absent: Taylor Horne & Jason Soza
Staff Present – Lauren Anderson & Kirk Duncan
- III. Approval of Agenda: moved to approve
- IV. Approval of Minutes: June 29, 2016: Minutes approved
- V. Public Participation: None
- VII. General Discussion:
 1. **2016-17 Board goals:**
 - Continue to work toward report goals
 - Complete annual Report to assembly including 5 required report goals
 - Support & advise rink manager
 - Public & user feedback including core users - Report what the public says (positive & negative) back to Kirk, Lauren & TAAB members
 - TAAB email – Kirk & Lauren will discuss with MIS dept.
 2. **Facilitated extended meeting & future meeting schedule:**
 - Potential for a deeper, longer discussion on 3-5 topics this Fall
 - Option to meet quarterly instead of every month or every other month
 1. Scheduling & communication with user groups
 2. Report Goals
 3. Has revenue increased – increasing cost recovery compared to putting money back into the facility
 4. Diversify user groups
 5. Compare other rinks of similar size
 6. POS invoice options
 3. **Upcoming Rink schedule:**
 - Ice rental agreement form
 - Cancellation fee changed from \$10.00 to \$50.00 per hour returned
 - 7 day advance cancellation notification
 - Explore the idea of a contract for core user groups with private negotiations if changes occur
 4. **Marketing:**
 - Survey – will be discussed at August meeting
 - email blast with crossover with eaglecrest
 - email core users eTrak link to sign up online
 - In-Ice logo from Centennial Hall
 - Juneau Radio Center & potential for Zam advertising & sponsorship of the 3rd grade season pass program
 - Dasherboards – all prime board are currently rented & we 7 non-prime boards available
 - Dasherboard logos potentially add to website – possibly charge \$50 extra for website advertising with link to their site
 - Reaching out to UAS & other private organizations to rent ice
 5. **Financial Report** – Revenue- FY15\$378 & increased to \$398 in FY16- 61% cost recovery for FY16
 6. Master Plan – 2 year plan answering the question; What will the P & R department look like in 10 years?
 7. Summer rink project updates – roof not fixed yet. Finishing up other projects. Will begin installing ice Sunday, July 31.
- VII. Board Comments
- IX. **Next meeting date:** Tuesday, August 16 extended meeting 5:00-8:00pm location-TBD
- X. Adjournment 6:51pm