

**Meeting Minutes
Treadwell Arena Advisory Board**

Friday, September 30, 2016 City Hall Room 224 - 5:00-8:30pm

- I. Call to Order - 5:07pm
- II. Roll Call: members present – Liz Balstad, Molly McCormick, Miles Brooks, Patty Collins, Bret Connell, Taylor Horne & Jason Soza
Members Absent: none
Staff Present –Lauren Anderson, Kirk Duncan & Alix Pierce
- III. Approval of Agenda – moved to approve
- IV. Approval of Minutes- July 19, 2016 – minutes approved
- V. Public Participation – none
- VI. **Director’s Report**

A. **Master Planning Update:** Please see attached document outlining the Parks & Recreation Master Planning process.
[Page 3-4] *Presenting - Alexandra Pierce, Parks & Recreation Project Manager*

– Alix provided a master plan overview - placespeak is the online public platform and has detailed info for reviewing
<https://www.placespeak.com/en/topic/4692-cbj-parks-and-recreation-planning/#/overview>

- What is the TAAB’s involvement and role in P & R master plan?
- ensure priorities align for TAAB, JSC, JDIA, JAHA
- JSC put out a Survey monkey to their users

B. **Financial Report:** Review the Dashboard report [Page 5-7]

Presenting - Kirk Duncan, Director of Parks & Recreation

- Importance of individual user group 5 year plan & goals- working together to maintain success.
 - increasing communication with all users
 - info sheet provided by user groups to help educate staff on their programming
- Relationship with user groups and the rink
 - Importance of user groups at Treadwell Arena-is vital to the success of the facility due to private ice time rentals.
- Utilization of vacant ice times – filling with afterschool programming, family skating.
- Cost recovery-explore the concept of maintaining a 50% cost recovery as goal and using additional funds back into facility.
- Potential to increase funds going to Equipment replacement schedule which can be used for facility improvement projects (roof, parking lot lighting, etc)
- Ice time fees per hour
- 1% sales tax-maintain what we have
- Cost recovery’s vary and can be difficult to get accurate numbers.

Current cost recovery number (FY16)

- *Treadwell=60%*
- *Pools = 23%*
- *Eaglecrest=70%*

General Discussion

A. **Communications:**

- TAAB email - The CBJ MIS department has indicated that we can set up an email.
 1. The only current option is with TAAB members personal email addresses.
 - TAAB agreed to give permission to link Chair & Vice-Chair (Taylor Horne & Liz Balstad) personal emails to a TAAB@juneau.org. Kirk & Lauren will be included too.
 2. A Parks and Rec representative (such as Lauren) will be required to manage the accounts going forward. This person will be included in all emails. **We must have a unanimous vote from all TAAB members for this to be set up.*

- B. **Ice time scheduling & potential contracting with core users:** We will continue our discussion from our July 19 meeting.
The goals will be to:
1. Identify a scheduling plan for the 2016-17 Season
 2. Identify what a “core user” is. Renter of 3 or more hours of ice per week?
 3. Review draft document to present to the core user indicating the expectations for the current season and the possibility of implementing a contract for the 2017-18 season if the requests are not met. This will be required for all core users.
[Current & draft document Page 8-9]
- Draft of User Agreement form reviewed for JSC, JDIA, & JAHA
 - proposed June 15 final schedule due for August –December
 - proposed Nov 15 final schedule due for January – April
 - ideaGroups - Non-reserved ice will be released to the public or special interest groups if not reserved by xx/xx date.
 - Decided if group doesn’t respond by the 15th, on the 16th you will be billed for last years scheduled ice – Cancellation policy would then apply
 - September invoice sent out July 1 payment due August 15
 - Invoices will go out 45 days
 - Dryland: Impacts on the users and facility
 - Cooperative use - #5 on form-must get approval from rink staff and user on ice
 - Concerns for safety – If unsafe, Rink staff can stop activities
 - Explore the idea of Locker Room and Lobby use fees - \$20.00
 - Locker Room space & safesport
- C. **Ice cancellation policy:** Review the current wording in the policy and adjust for the current or future seasons.
[draft contract document Page 9]
- No refunds – credit would go back on organization account
- D. **Marketing Goals:** Review the current Manager’s marketing strategies. Review the upcoming marketing opportunities currently being implemented using our new Point of Sale System; eTrak *[document Page 11]*
- Sponsorships, Donations, Partnerships
 - Dasherboard sales – wait list for prime spots
 - Cheap skates
 - Afterschool skate
 - 3rd grade free season pass – still working on sponsor with Zam advertising
 - Family skate
- E. **Frequency of TAAB Meetings:** TAAB 2016-17 proposed quarterly meeting schedule
- VII. Board Comments
- IX. **Next meeting date:** Tuesday, October 25, 2016 5:30-7:00pm at Downtown
- X. Adjournment

