

Draft Meeting Minutes

Treadwell Arena Advisory Board (TAAB)

City & Borough of Juneau

Thursday, March 2, 2017

City Hall Room 237 – 5:00pm-7:00pm

- I. **Call to Order** - 5:12pm
- II. **Roll Call:** members present – Liz Balstad, Bret Connell, Taylor Horne, Patty Collins & Jason Soza, Molly McCormick
Members Absent – Miles Brookes
Staff Present – Lauren Anderson
- III. **Approval of Agenda** – moved to approve
- IV. **Approval of Minutes**- February 8, 2017 – minutes approved
- V. **Public Participation** – Reviewed email sent to TAAB email. An individual requested a camera/media box built into the bleacher at Treadwell designed for live streaming, internet hard wire, with flat shelf for electronic equipment. We are not able to build a media box with our current bleacher set up. TAAB discussed alternatives like: a wide angle lenses camera set up behind the glass, above center ice or mezzanine.
 - need to identify possible locations and talk with the MIS department as well as rink users to identify a possible builder who might be able to build box for a low cost.
 - Taylor will set up meeting with Individual to discuss media options.
- VI. **Agenda Topics:**
 - A. Report to Assembly drafting - Discussed the 5 issues related to TAAB Purpose (listed under section 4 of TAAB ordinance).
 - **1. Marketing** – season pass for 3rd graders, radio spots, UAS skates, business events for their staff, patients, etc.
 - **2. Barriers** – sponsorship limitations from businesses with primary alcohol sales, alcohol vending permit checklist. Patty will email Rorie to get clarification on dasherboard advertising relating to businesses with primary alcohol sales.
 - **3. Relationships** – increase in sales of “non-prime” dasherboards, increased outreach with UAS, local non-profit fundraiser open skates, TAAB email & info board at rink, simplified the rental agreement form, improvement of how staff interacts with user groups and knowledge of the organization programs.
 - **4. Rink operational standards** - TAAB supports current rink manager & staff as improvements are made. Rental agreement updates have been made and will be implemented for FY18, implemented uniform season pass covering all public sessions, exploring options for Zamboni replacement (on equipment replacement schedule for FY20).
 - **5. Rink scheduling & resources** – User friendly season pass covering all public hockey and skating sessions, user group ice rental process, addition of family skates, afterschool skates for REACH, ORCA, JYS & ZGYC participants, considering user group needs when planning ice schedule and our opening & closing dates.
 - Term expiration date May 31, 2017 – 3 positions will need to be filled; current members can reapply-need board members from JDIA, JSC & JAHA.
 - B. TAAB meeting frequency, purpose – Agreed to have standing meeting 1st Thursday of the following months-January, March, May, July, September & November
 - C. Monthly financial update – Reviewed periods 1-8 Dashboard financial report (expenditures & revenue). Dashboard Report shows actuals as of now compared to actuals last year.
- VII. **Staff Reports:**
 - A. Additional Reports: FY 18 Storage locker fees for core users groups (standard locker fee), outside containers-in progress, exploring options with building maintenance for handles for locker room bathroom doors to provide security and privacy.
- VIII. **Committee, Liaison, Board Member Reports:** None
- IX. **Next meeting date:** Thursday, April 6, 2017 5:30-7:00pm City Hall Room 237
- X. **Adjournment:** 7:00pm