

1 Recreation Commission Meeting

2 Monday, September 16, 2019 - Stowe Arena

3 The regular meeting of the Stowe Recreation Commission was held Monday, September 16, 2019 in the
4 meeting room at the arena starting at 7:00 P.M.

5 Members present: Lynn Altadonna, Adam Rice, Ben Novogroski, Candace Elmquist, Adam Rice, Brett
6 Loomis, Dave Rogers. Absent: Mike Loughran. Also in the audience was Terrie Wehse, Magnus Eliasson,
7 Jed Lipsky, Adam Davis, Kelly Hickey, Scott Keys, Dominick Donza, and Tony Whitaker.

8 **The agenda was approved.**

9 **History of Marketing Efforts:** To provide context, Matt presented a history of the sales and marketing
10 efforts which have been done to date and discussed what has been learned. Staff has researched other
11 local and regional Arenas and direct contacted organizations which were using other facilities including
12 curling, broomball, hockey camps and tournament, and figure skating organizations. Some have
13 scheduled time here and had seen sustained success while others either tried and couldn't sustain or
14 indicated that Stowe Arena did not meet their needs either because of location with one sheet of ice,
15 lodge cost or lack of availability during desired times, or lack of ice availability due to local and
16 community use. Matt also indicated that the Town contracted SAA in 2015 to produce a promotional
17 video, print marketing, and for direct sales marketing. Explained the Town again contracted Terrie
18 Wehse in 2017 for market research and sales and she provided her final report in Dec 2017. He also
19 shared the departments Marketing Plan and 2017 Arena Report which was presented to the Recreation
20 Commission and Selectboard in August 2017. Scott asked if there have been inhouse tournaments, Matt
21 said the Town offers the Hyde Cup Tournament but does not have the staff to run tournaments and isn't
22 a private enterprise, not in the risk business. Jed said camps are worth further developing. There was
23 discussion about programming and about Bitter Lacrosse tournaments having success but they use 17
24 fields compared to one sheet of ice. Adam D. said hotels sell themselves on weekends so there isn't
25 incentive for them to provide discounts and we should concentrate on camps. Tony said there are
26 currently Pelkey Camps, Kellian Camps, NAHA Camps and they indicated they will be back for at least one
27 week in summer, and Leisering Camps interested in returning. Matt mentioned we had Planet Hockey
28 Camps for three summers but they left because they couldn't get enough numbers and couldn't get
29 lodging discounts. Lynn said for next meeting he would like Matt to bring a Calendar showing what has
30 been scheduled. Magnus said he would also like to see what was available. Adam asked if summer
31 revenues were up or down this summer and Tony said they were up. Adam Rice asked how much did
32 NAHA use in summer and Matt said 27% of summer revenue was from NAHA. Lynn asked Matt to
33 provide revenue info at the next meeting. Dave Rogers asked why we don't charge the schools now that
34 they are merged district. Matt said he can provide info at next meeting. Ben N. said we need to identify
35 stakeholders and define who is utilizing the Arena in the summer. Lynn said we can plan to discuss
36 stakeholders at the Oct 2 meeting.

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38 **Next Steps:** next meeting will discuss looking at the ice summer calendar, Arena financials in the
39 summer and NAHA's usage, and charging the schools. Next meeting Sept 23.

1 **Other Business:**

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3 Motion to adjourn by Lynn, seconded by Brett, all in favor at 8.59 pm

4 Respectfully submitted,

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6 Matt Frazee