

1 Recreation Commission Arena Task Force Meeting

2 Wednesday, February 5, 2020 - Stowe Arena

DRAFT

3 The regular Recreation Commission meeting was held Wednesday, February 5, 2020 in the meeting  
4 room at the arena starting at 5:09 P.M.

5 Members present: Lynn Altadonna, Brett Loomis, Candace Elmquist, Dave Rogers, Matt Frazee. Absent:  
6 Ben Novogroski, Mike Loughran,.

7 **5:09pm called to order. Adenda Approved.**

8 Minutes approved.

9  
10 Spring Summer Programs

11 Kelli Millick, Program Director presented the list of proposed programs for the Spring and Summer. She  
12 described new program offerings such as VT Senior Games, Intergenerational programs, French Lessons,  
13 Art & Science of Kombucha, Soccer and baseball camps on the turf, and more. Brett asked if  
14 programming will be decreased as result of the department going from 3 to 2 full time staff. Matt and  
15 Kelli indicated that the number of programs has not decreased, some programs have been discontinued  
16 that were not seeing enough participation and new programs have taken their place. Brett suggested  
17 doing a news release in addition to the brochure to let people know of all the department does and  
18 offers.

19  
20 Arena Promotion / Marketing

21 Matt informed that the Selectboard indicated they would like to see additional definition as to how the  
22 additional expense of \$20k would be used. Matt said that there were several names of individuals  
23 suggested as potentials for hiring/contracting to do promotion/marketing in efforts to sell more ice time  
24 and that he has reached out to them and no one to date has expressed an interest. Matt explained that  
25 there has not been a market or demand for the times which are currently vacant. If anyone were to be  
26 successful it would mean selling vacant ice rather than displacing current customers. The majority of  
27 vacant ice times are M-F 8am-3pm and nights after 9pm. There is some vacancy in the summer but  
28 there has been very little interest or market beyond what is currently sold. Lynn said he will draft a  
29 description of the intended purpose for the \$20k request and email to the Rec Comm in preparation for  
30 Town Meeting.

31  
32 Other business

33 Adam mentioned the LiveBarn and said he is not aware of another company offering the same product.  
34 He said if it can't work here due to their contract, maybe the Town could offer a similar product  
35 internally. Matt said he will further explore LiveBarn and include it on agenda in March. Matt presented  
36 a list of current and upcoming programs and events including the Daddy Daughter Dance which is Sat  
37 Feb 15.

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2 Adjourned at 632pm

3 Respectfully submitted,

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5 Matt Frazee