

**Churchill Rink at Jackson's Landing
Advisory Committee
Minutes of July 11, 2007**

- I. The meeting was brought to order at 6 p.m. Cathy Leach, Mike Lynch, Doug Bullen and Cheryl Hoffman attended. Cheryl Hoffman excused herself at 7:15.
- II. ***Public comment:***
There were no public comments.
- III. ***Facility updates:***
Doug Bullen started by saying the water heater purchase had been approved by Todd Selig and that its installation along with the chiller tube maintenance would begin in August. The zamboni was being moved to the DPW site for maintenance and adjustments recommended by Andy Buckman. These current tasks will improve the quality of the ice will and reduce energy costs. Mike and Doug were successful in securing the Northern Utilities rebate, lowering the end-cost of the heater with installation by 50% - from \$6597 to \$3298. Discussion of the budget formatting followed. The estimate for the painting of the beams came in at over \$20,000. This is a project for aesthetic purposes only and will be revisited in the future. The DPW has lined up County Jail inmates to do some painting at the rink, including wooden block structures and grey metal panels which currently do not match. Some beams can be done at this time.
- IV. ***Financial update:***
Mike Lynch met with Todd & Gail Jablonski to discuss finances through 12/31/2007. The \$35,000 designated for replacement chiller tubes will fund the cleaning of the current tubes and a payment to Joe Jackson. Todd Selig would like remaining funds to be carried forward. The business office will set up an enterprise fund to be presented to the Town Council in August. The fund will ensure that rink funds are protected.
- V. ***Banner Advertising opportunities:***
The committee agreed to move forward with selling banner space at the rink. Doug and Cheryl will meet to discuss available locations in the rink and measurements. Cheryl will begin work on a flyer to promote banner sales and research prices of banner as well as market prices for advertising. Last year, dasher advertisements were sold for \$600, to the best of Kristan Bishop's recollection. Cathy Leach stressed the importance of showing some banner revenue.
- VI. ***Public Relations Plan/Volunteer Involvement:***
Cathy Leach distributed a printout. The committee agreed to have a table at Durham Days and hopes to have flyers available listing public

skating hours and prices. Doug will look into these prices. There was some discussion regarding the age that a child can be to skate free of charge. A punch ticket may be an option. The rink can be advertised on Channel 22 and an insert may be placed in the DPW newsletters. The next letter will be going out in September. We would like a link for the rink tube placed on the Town of Durham's web-site. Cheryl will speak with the Oyster River Youth Hockey Boosters to determine what they will do for the rink. We would like to plan a barbecue for the beginning of the skating season.

VII. Policy Issues:

We must show revenue and prove that the rink can sustain itself. Doug has letters of intention from all previous renters. He will send these groups letters, welcoming them and informing them of the increased quality of the facility. The lease contracts are being reviewed by the Town's lawyer and insurance company.

Cheryl felt it is important for there to be a system to identify and sell available ice time. A suggestion was made to ask ORYA coaches to market ice time. This will be possible once all signed leases are signed and returned.

VIII. Election of Officers:

Rick Szilagy was elected secretary. Cheryl Hoffman will serve as vice-chair to Cathy Leach