

Churchill Rink Advisory Committee
Meeting notes – May 21, 2008

Facility

- DPW provided plans for facility updates. A more formal list of small projects and capital projects will be provided in the future.
- Short-term projects include new entrance.
- A plan for constructing a handicapped viewing area is cost prohibitive at this time.
- General philosophy concerning facility needs is “work from the inside out”. Start with upgrading the mechanical work needed to keep the rink running, and then move toward aesthetic upgrades.
- Energy audit is not yet available.
- Summer usage: at this point, the committee agreed that there would not be a strong push in this area, but will keep options open if a positive, doable situation presents itself. This summer’s usage is hampered by the Jackson’s Landing improvement project.
- Concessions: there was discussion whether the organization, management, and physical location of concessions should be changed. It was decided that it would remain largely the same, although adding hot dog sales will be considered. It was also agreed that trying to find a solution to offering concession sales while the Zamboni is being driven should still be considered in the future.

Policy

- Hourly rental rates for 08-09 were already determined at a previous meeting
- After some discussion, it was decided that public skating rates and the cost of family and individual passes will be the same as in 06-07 (last year’s were decreased due to the later rink opening).

Services

- DPW will consider offering skate rentals. Questions regarding this issue are: where?, who?, liability and waiver? and skates?
- Next year, a skate-sharpening 10-pack coupon, or something similar, will be offered

Fundraising

- Banner sales: goal is to sell more this year. Contact to existing banner sales customers should begin soon.
- Glass donations: this will be a goal to start pursuing this more
- Zamboni ad: this will be a goal to try and sell
- Will develop a flyer or handout to include all donation opportunities
- Continue to discuss whether to have one event each year as a fundraiser and/or charity event

Community Events

- These need more advertising!
- Will continue with considering offering more, different-themed events
- Will offer adult-only skating, possibly once per month; possibly with a charge
- Programs: Will consider offering an adult learn to skate program
ORYA will be maintaining current programs
- Volunteers: a goal will be to recruit more volunteers for various projects (clean ups, events, etc.). Consider forming a “Friends of the Rink” group
- Keep updated posting of volunteer opportunities available

Public Relations/Advertising

- Need more of both!
- DPW will investigate having a separate rink website with a stronger search presence
- Mailings: include in DPW newsletters; consider direct mailing if not cost prohibitive
- Do more of the following: flyers, communication with schools and other recreational groups, DCAT, Friday updates, postings at library and town businesses, etc.
- Consider conducting a customer survey

Cooperative Efforts

- Continue and improve outreach with ORYA, schools, ORPP, ARA, men’s groups, P & R committee, etc.