

Skatium Ice Rink Advisory Board Minutes – February 16, 2016

The next Meeting is scheduled for: March 15, 2016 at the Skatium @ 7:30 p.m.

Attendees: Commissioner Chris Connell, Joe Noone, Barbara Latsios, Drew Simcox, Adam Terranova, Charles McGarvey, Rich Caesar, Larry Yates and Rick Turnbull.

Absence Excused: Commissioner Steve D’Emilio, Karen Samulenas, and Peter Dugery

Joe Noone started the meeting at 7:30 p.m.

1. The January 19, 2016 were approved.
2. Public comments: There were no public comments.
3. Rick Turnbull went over the budget details with the Board. The Skatium continues to operate in the black and with this being the start of the skating season and all categories showing an increase from last year, skating management is expecting a good year.
4. Larry mentioned that the new “Point of Entry” is working well as is the acceptance of credit cards. The credit card purchases far exceeded cash revenues for each session. Adam asked if there was any thought given to a “rewards program” to encourage frequent visits. Since there hasn’t been any thought given to it Adam suggested a ten visit card that is either stamped or punched with the eleventh visit being a non-paid visit. Larry and Rick will look into implementing a frequent visit program.
5. Larry mentioned that this Friday, February 19, 2016 there is a DJ scheduled at the Skatium. In the near future there is a Flyer’s Cup game scheduled (3 games) Haverford Skatium Club and other hockey club games, etc.
6. Charles mentioned that the Finland Exchange begins with the arrival of the Finns on March 19, 2016 through March 28, 2016. There will be 21 games played from March 24, 2016 to March 26, 2016. They anticipate good attendance. There are all sorts of special events planned for the visit including guest Philadelphia Flyer hockey players; Haverford Township Commissioners; a Delaware County Skating Club Exhibition; and an Opening Ceremony program.
7. In April 2016 there is also a Haverford Hawk Evaluation scheduled. Also in the planning stages are the Spring Adult League; Men’s League and spring and summer hockey clinics.
8. Barbara asked Larry on the status of the ladies locker room and the cleaning schedule. Larry informed the Board members that the Ladies Locker room should be completed this week. He had to order additional curtains, etc. to block the area behind the doors. He also said that each employee checks and cleans the locker room each day to replenish sundries and mopping the floors.
9. Charles brought up the long term goal of building a Ladies Locker room near the other locker rooms in the rear of the building. Commissioner Connell suggested that the Board come up with a plan so that it can be considered. He agreed that with the influx of female hockey players the time has come to put one in place. Considerable conversation took

place and Rich and Charles offered to do a preliminary plan for consideration. They will have something to show the Board.

New Business

- 1** Adam has noticed that there has been an increase in interest in the Facebook; Twitter and Instagram accounts. He suggested that Skatium management use the information from Facebook to gather demographic information on the users. He demonstrated how the administrator's Adam and Drew can go into the account and see who has actually requested the information, i.e., male/female; ages; where they live; etc. He showed how this information can be used to report to the Commissioner's and/or Larry Gentile on the value of the facility and the number of people coming.
- 2** Adam also mentioned how TV personalities including Jennipher Frederick (FOX 29) was at the Skatium skating with her family and she posted it on her site. The post was shared among others and many people saw it. He showed how influential posts like this can be for getting the word out since these personalities have a large following.
- 3** Adam also suggested looking into the possibility of a Mascot Skate Event at the Skatium, i.e., SWOOP, Philly Phantic, etc.
- 4** Drew and Adam mentioned that the Haverford Township website needs to be updated since it has out dated information and does not have a direct link to the Facebook page which has the current and updated information. Larry stated that the Township was hiring another IT person who will be tasked with working on improving the site. Rick mentioned that he will bring up the suggestion with the hope that this will be improved. The new employee is scheduled to start in a couple of weeks.
- 5** Rich brought up the idea of serving alcohol in the Skatium either as part of a bar/restaurant or for special events. He discussed how other groups donate alcohol and then serve it for a charge. People drinking assume liability, not the establishment. Chris mentioned that the Recreation Department frequently holds events where alcohol is served and needs to find out how this can be done. Barbara mentioned it would be nice to partner with a business who could assume liability and serve beer/wine with food. Joe and all Board members are in favor of looking into this suggestion as they feel it will have a positive effect on the financial growth of the Skatium.
- 6** Larry mentioned that bids went out for a new holding tank for the Skatium and the reflective ceiling which is estimated to cost between \$55,000 - \$76,000. Both items have been submitted to capital improvements but cannot proceed until the bids come in.
- 7** The meeting adjourned at 9:00 p.m.

- 8 Charles McGarvey has a new email address: hawksvp@gmail.com Please make necessary changes.
- 9 **The next Meeting is scheduled for: Tuesday, March 15, 2016 @ 7:30 p.m. at the Skatium.**