

## Skatium Ice Rink Advisory Board

Wednesday, January 21, 2015

7:30 PM

Members Present: Karen Samulenas, Bob Adams, Drew Simcox, Tamara Nedjar, Adam Terranova, Joe Noone, Maria Ely, Chris Connell, Sr.

Members Present- Absence Excused: Larry Yates, Kevin Gavigan, Barbara Latsios

### 1. Approval of Minutes

Welcome New Member Karen Samulenas

### 2. Public comments

### 3. Product Update

#### a. \$\$\$\$ numbers

- i. Bob shared good revenue from public sessions in Dec (\$22K) and January (\$23K) so far.

#### b. WinterFest and Revenue Generating Functions

- i. Great turnout (398 Skaters). May move it to Feb/March for next year to utilize time for revenue earning session.
- ii. Friday night DJ night regular event?
- iii. Group Rates or pass book sale

#### c. Marketing ideas going forward

- i. Yearly family membership billed monthly similar to planet fitness membership
- ii. Obtain a Group Mailing to utilize the P.O.S. capabilities to capture utility
- iii. Target groups (Schools, Colleges, Social Groups, utilize social media)
- iv. Public sessions per hour utility to gauge use of ice for hockey or sessions....what will create revenue for the Skatium.
- v. Facebook page for check in, etc. Better utilize social media. Bob currently utilizing Twitter.
- vi. Simplify Webpage for ease of browsing
- vii. Loyalty card with P.O. S. email list with tips, specials offered, hockey info, skating info, etc.
- viii. High School Night
- ix. Rock and Skate with Band Competition
- x. Frozen Character or Disney Character skate
- xi. Holiday skate (Heart, Pumpkin, Shamrock, etc)
- xii. Benefits (Shinny, Autism Awareness, Dickson Family, Relay for Life, etc)
- xiii. Clipper Magazine, Money mailer, Hav a good times, buffer, etc)

- d. PARTNER with Township Recreation Dept: Collaborate with Figure Skating, Hockey Instruction, Township Recreation and Skatium Board to come up with suggestions to better utilize the Skatium in the summer months. (Camps, instruction, park camp collaboration, etc.) Possible meeting the first week of February- ACTION ITEM: Chris Connell
- e. Winter 2015 Ice Hockey
- f. Hockey Clinics
  - i. Group Lessons are full \$26 to \$28K revenue generated for 6 week sessions
- 4. Outsource Update
  - a. Pro-Shop
  - b. Café- sub leasing status
- 5. Operations Update
  - a. Capital improvements- design and construction of new front entrance turnstiles and P.O.S.
    - i. Implementing in March
    - ii. Possible monitors for Locker room assignments, advertisements, etc. Check with P.O.S. company.
    - iii. New Signs on Dasher boards (original signs are getting old and torn) Bob will look in to advertising on boards and rates for next year, etc.
  - b. New Ceiling
    - i. In the budget for this year?
  - c. New Flooring
    - i. In the budget for this year?
  - d. Facebook friend update
  - e. New sound system? Portable system?
    - i. Colored lighting for fun atmosphere during teen skates, etc.
    - ii. Sound System imperative for creating an atmosphere that skaters and families are impressed by the offerings of the Skatium. Embarrassing to hear mumbled or muffled announcing during games, sessions, etc.
  - f. Parking issues
    - i. 5 metered spaces in front
    - ii. Once municipal building construction begins parking will be an issue until complete
    - iii. Zamboni jump seat
- 6. New Business
- 7. Next Meeting February 17, 2015