

# **ARENA ADVISORY MEETING MINUTES**

Wednesday, November 14, 2018

Everett Arena 8:00 A.M.

**Present:** Nick Wallner, Chris Brown, Mick Mounsey, Councilor Dan St. Hilaire, Dan Arndt, Mike Gfroerer, Councilor Gail Matson, Joe Farrelly, Arena & Properties Manager Jeff Bardwell; Public Properties Superintendent Jay Burgess; General Services Deputy Director Jeff Hoadley; General Services Director Chip Chesley.

**Absent:** Gerry Blanchette

**Guest:** Randy Cotton

Meeting called to order at 8:05 AM

## **Report From Alcohol Sub Committee**

Jay Burgess briefed the committee on the sub committee's progress since July. The purpose of the arena pursuing an alcohol license is not only for additional revenue but to be competitive with other facilities, meet the needs of existing customers and bring in some potential events that would not rent the facility unless alcohol was allowed to be served. The committee met once a month and looked into the pros and cons of serving alcohol. Items that were reviewed were insurance costs, type of license, capital costs, staffing requirements, training requirements and security. A proforma was developed and supports the pursuit as an additional revenue source. Staff met with the Liquor Commission and they are supportive of this proposal. The type of license would be a beer and wine for a restaurant setting that would require twenty seats. Mick Mounsey asked where the seating area would be located. Jay Burgess explained the area behind the handicap lift would be decked and tables and chairs would be installed. Joe Farrelly asked about during shows could alcohol be brought back to a booth. Jay Burgess explained that this was possible with permission from the Liquor Commission. Mike Gfroerer asked about groups that did not want alcohol served at their event. Jeff Bardwell explained that we would respect their wishes not to have alcohol served. Dan Arndt asked if there would be an increase in snack bar sales because of serving alcohol. Jeff Bardwell explained that yes most likely there would be an increase but that was not factored into the proforma. Jay Burgess added that wine was also not in the proforma but we know that there would be some sales of this type. Mike Gfroerer asked if alcohol would be served at youth hockey events. Jeff Bardwell explained that yes it would be offered when the snack bar was open. Mick Mounsey added that the games are timed events and people are typically at the arena for about an hour and half. Discussion on High School Hockey took place; alcohol would not be served at high school events.

Jay Burgess explained that the next step would be to advance any recommendation to the Fiscal Policy Committee and then onto the City Council. Joe Farrelly made a motion for the arena to pursue a liquor license and forward this proposal to the Fiscal Policy Committee, Mick Mounsey seconded the motion. Discussion on process and staff training took place, motion passed unanimously.

## **Space Planning**

Jeff Bardwell briefed the committee on the space planning for a new addition/entrance to the arena. As part of the master plan development for the entire park the space planning for a new addition to the arena was moved up in the CIP to the current fiscal year. H.L. Turner was hired for the project in August and city staff met with their team and discussed elements that were previously discussed with arena advisory as far back to May of 2010. Staff asked H.L. Turner to look at best location based on infrastructure, repurposing of existing space and impact on parking. A couple aerial views have been produced and square footages of various elements. Discussion took place on the aerial views, parking and location of addition. A subcommittee was formed and will meet over the next four weeks to discuss options with the goal to advance a recommendation to the arena advisory committee at the January meeting. Members of the subcommittee are: Mike Gfroerer, Dan Arndt, Chris Brown, Mick Mounsey, Gail Matson, Dan St. Hilaire and Nick Wallner. First meeting will be Wednesday, November 28<sup>th</sup> at 8:00 AM.

Meeting adjourned 9:10 AM

Respectfully Submitted

Jeffrey R. Bardwell  
Arena & Properties Manager