

Treadwell Arena Advisory Board Fact Sheet

Title: Treadwell Arena Advisory Board

Type of Board/Commission/Committee: Advisory

Affiliated Department: Parks and Recreation

Status: Active

Governing Legislation:

[-Ordinance 2015-18\(am\)](#)

-Date Created: April 06, 2015

-Sunset Date: N/A

To reference the general rules of procedure and informational booklet for all boards, please see the documents available on the [General Board Information page](#).

Description: Section 4. Treadwell Arena Advisory Board Purpose. A. The Treadwell Advisory Board shall, in consultation with the Treadwell Arena Manager, report to the Assembly Committee of the Whole on an annual basis on issues relating to the Treadwell Ice Arena. The Board's report shall address, at a minimum, the following: 1. Ways to market Treadwell Arena to increase the number of users now and into the future; 2. Identification of barriers in CBJ Code that could hinder marketing efforts related to advertising, fundraising, concession sales and naming rights; 3. Methods to establish better and clearer relationships with user groups and the public to gain ideas for increasing users and revenues; 4. A review of rink operational standards in order to assist in identifying areas in which operational efficiencies may be increased; and 5. A review of ice scheduling and allocation of rink resources in order to assist in ensuring equity in opportunity and support for a diversity of community rink users.

Membership: Section 3. Membership Qualifications. The Board shall be comprised of seven voting members appointed from the general public, and one liaison from the Parks and Recreation Advisory Committee. The liaison shall not have the power to vote and shall not be counted in determining whether a quorum of the Board is present. Members shall be appointed to staggered three-year terms. To the extent practicable, at least one member shall have professional marketing experience. No more than three members shall be employees or board members, or the immediate family member of any employee or board member, of any organization that provides activities at the Treadwell Ice Arena.

Officers: Section 6. Officers, Meetings, Quorum. In accordance with the Advisory Board Rules of Procedure, the Board shall select its own officers, and shall hold regular meetings on a schedule established by the Board, as well as such special meetings as required to conduct business.

Quorum: 4

Term Limits: None.

Annual Appointment Period (Annual Reports Due): June

Meetings: To be determined.

Special Facts: B. Initial report. The Board's initial report to the Assembly shall be due no later than May 1, 2016. In addition to the information outlined above, the initial report shall include findings on the following: 1. Has the number of users increased? 2. Have revenues increased? 3. Have revenue streams diversified? 4. Has the cost recovery continued at 50% or greater? 5. Have operational cost savings measures been implemented or identified? 6. Has a marketing strategy been developed? 7. Has a user group feedback system been developed?

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