

MINUTES
LUNENBURG COUNTY MULTI-PURPOSE CENTRE CORPORATION (LCMPCC)
Thursday March 23, 2017

Minutes of a meeting of the Lunenburg County Multi-Purpose Centre Corporation held in the Library Programming Room at the Lunenburg County Lifestyle Centre, 135 North Park Street, Bridgewater, Nova Scotia. Meeting called to order at 6:00 pm on March 23, 2017.

Chair: Wayne Foster

Attending: Andrew Tanner, David Mitchell, John Vissers, Eric Hustvedt, Heather Fralic and Andy Selig

Regrets: Carolyn Bolivar-Getson

Also in Attendance (Non-Voting Reps): Ken Smith, CAO, Town of Bridgewater (Town)
Kevin Malloy, CAO, Municipality of the District of Lunenburg (MoDL)

Also in Attendance (Resource): Kevin Benjamin, General Manager
Vicky Grace, Accountant

Recording Secretary (Resource): Isobel Leslie

Delegation: Kyle McAllister, Head Coach, South Shore Lumberjacks

ADDITIONS/DELETIONS TO THE AGENDA

- In Camera Agenda under Section 22 (2) (e) under the *Municipal Government Act* **ADD**
 - Negotiations and Contracts

2017-12 MOVED BY John Vissers, SECONDED BY Andrew Tanner that the Agenda of the Lunenburg County Multi-Purpose Centre Corporation of March 23, 2017, be approved as amended. Motion Carried.

MINUTES

2017-13 MOVED BY John Vissers, SECONDED BY Eric Hustvedt, that the Minutes of the Lunenburg County Multi-Purpose Centre Corporation of March 2, 2017, be approved as circulated. Motion Carried.

DELEGATION

Kyle McAllister

Kyle McAllister presented a Power Point to the LCMPPC Board of Directors regarding the Junior A Hockey Team, South Shore Lumberjacks.

The Lumberjacks' ask was twofold. They were requesting:

- to take over the sales of the all the advertising space in the arena – wall boards, puck boards; In this way, the hockey franchise could generate more revenue. They would then profit share with the LCLC.
- As well, they were asking for early afternoon ice for their practices. Presently they had early morning ice at a very good rate but it was not working for them.

In addition:

- Whatever agreement was worked out between the LCLC and the Lumberjacks, they could revisit it annually.
- A discussion around a part time sales and marketing person for the Lumberjacks or even the possibility of sharing a marketing person with the LCLC to make a full time position.

After questions and discussions about the direction that the Lumberjacks would like to move in, at 6:31, Kyle was thanked for his presentation and he left the meeting.

The Board members agreed that there were many variables to this new direction. Currently, if the Lumberjacks were to take over all the sales of space in the arena, they were limited to puck boards and wall space, plus drink rails, which are not currently sold. The rest was sold under the capital fundraising and would not be available for resale for at least another full year once the capital promise of at least five years' advertising was realized.

The board agreed that they needed to see an inventory of all possible sales opportunities. Also, if the Lumberjacks did take over the sales of all advertising space in the arena, all businesses presently holding space in the arena would have to be told about the change.

With respect to cost of practice ice, not charging full price for ice that could possibly be sold to another group was tricky. Regardless, it was agreed that Kevin was the general manager and he was in charge of the budget and the operations of the facility.

The Board could take some time with the decision and slot agenda time for a real discussion for inventories and next year's ice time. In the meantime, Kevin could begin some discussions with the Lumberjacks for next year.

2017-14 MOVED BY David Mitchell, SECONDED by Eric Hustvedt, that the Lunenburg County Multi-Purpose Centre Corporation Board of Directors instruct General Manager Kevin Benjamin to begin to have negotiations with the Lumberjacks and report back to the Board with a draft contract for review. Motion Carried.

BUSINESS ARISING AND UNFINISHED BUSINESS

Request for Decision/Direction

Income Statement

LCLC Doc#17-011, Income Statement for February, 2017, was circulated to the board for review and discussion. John reported that everything looked good and they were actually trending slightly lower on the deficit. Cash flow is good.

2017-15 MOVED BY John Vissers, SECONDED by Heather Fralic that the Lunenburg County Multi-Purpose Centre Corporation Board of Directors accepts LCLC Doc. #17-013, Income Statement of February, 2017. Motion Carried.

Governance Subcommittee

Chair Wayne Foster noted that now that he was chair of the Board of Directors, he would need to find another member of the Corporation Board to Chair the Governance Subcommittee. Eric Hustvedt was nominated to Chair the Governance Committee and he accepted the nomination. All Board members were in agreement.

Information/Updates

Update on Presentations to Council

The Board discussed the recent Budget process by each municipal unit and it was noted that the Town had fully approved the LCLC Operational Budget for this fiscal year and MoDL had approved to move the LCLC Operational Budget to the full municipal budget process.

Letter from municipality March 15, 2017, approving the forecasted deficit

For information, LCLC Doc#17-013 was circulated to the Board of Directors.

General Manager Update

LCLC Doc. #17-012, General Manager's written update, was circulated to the board for information and discussion.

Of note:

- April 6 - NHL LEGENDS GAME – tickets were on sale. Partnership with the Kiwanis.
- Roots & Boots Tour – there were approximately 800 in attendance.
- March Break camp had sold out – both weekly and daily registrations.
- Gary Wentzell March Break Hockey Tournament – over 50 teams and 90 games with 3 rinks used. Great reviews and they were fully paid up.

- Tim Horton's Free Swims over March break – over 650 people took advantage of the free swims.
- Hockey Nova Scotia Day of Champions weekend from April 7 – 9th. They would be streaming live from the LCLC.
- April 15 and 16, the LCLC is host to the Nineveh Gospel Hall – two day conference taking place in the arena space. Floor to be covered.
- May 27 – Army Cadet Corp – annual parade to be held in the arena.

Chair's Report

Noting further to report at this time.

Special Event Promotion and Coordination

Wayne noted that there have been many discussions around marketing of the LCLC along with special events at the LCLC. He invited Andrew and David to speak to this matter as they had been bringing up the idea of hiring a person dedicated to marketing the LCLC. Both felt that they should explore some ideas as to options for marketing and feel that hiring a dedicated person would pay for themselves in the long run.

What would that position look like? Not certain – there were many variables. As well, adding another staff member to the mix without having assurances that this position would pay for themselves was a risk and of course, this addition to the operational budget would need to be referred to the municipal units.

The Board members discussed that this would have to be an ongoing discussion and several factors would have to be considered. They asked that this matter be added as a running agenda item for the foreseeable future.

Kevin outlined the work he has been doing behind the scenes to possibly secure concerts and other events to the LCLC but what needed to be decided by the Board was the risk level. Kevin had been advised that before anything else, revenue generation was his first consideration, so he had been mindful of this and careful when in negotiations with different artist's representatives. Of course, the safest thing to do from a revenue perspective was to accept rentals meaning that the LCLC would rent their space for a fee but they would not realize any possible profits from sales of tickets. However, they personally would not realize any losses either. Having said that, the production company renting, if taking a loss when they come here, may not come back to the LCLC to rent for fear of facing another loss.

On another note, the Board discussed having staff do regular LCLC updates sent out in both email format and/or in the local paper.

At this juncture with possible contract discussions, negotiation discussions, and personnel discussions, the Board moved in to an In Camera format.

2017-16 MOVED BY David Mitchell, SECONDED BY Eric Hustvedt, that the Lunenburg County Multi-Purpose Centre Corporation move to an In Camera format pursuant to Section 22 (2) (c) and (e) of the *Municipal Government Act* to discuss a contract negotiations. Motion Carried.

At 7:40 pm, the Lunenburg County Multi-Purpose Centre Corporation moved to an In Camera format.

At 8:15 pm, the Lunenburg County Multi-Purpose Centre Corporation moved out of Camera to a regular meeting format.

NEXT MEETING

The next regular meeting is scheduled for:

Date: April 20, 2017
Time: 6:00 pm
Location: Meeting Room, LCLC

ADJOURNMENT

The March 23, 2017, meeting of the Board of Directors of Lunenburg County Multi-Purpose Centre Corporation adjourned at 8:16 pm.

Isobel Leslie, Recording Secretary

Wayne Foster, Chair