I. Call to Order

II. Roll Call

III. Review DRAFT Report regarding recommendations to the Assembly

IV. For the Good of the Order

V. Adjournment
The CBJ Assembly established this task force to “study the feasibility of an empowered board for the management of the Treadwell Ice Arena.”

The task force was asked to report on the following:

- Feasibility of an empowered board to reduce costs and provide services through management by the Eaglecrest Ski Area Board.
- Feasibility of an empowered board to reduce costs and provide services through an alternate to the management by the Eaglecrest Ski Area Board.
- Alternate management structures for managing the Treadwell Arena.

In addition to any meetings of the task force the Assembly instructed us to hold three public meetings one each in Douglas, Mendenhall Valley and Downtown. The task force was required to keep records and minutes and written public comments. That was accomplished and these documents can be found at this web site. Di we need to put that in here.

In order to answer these questions we have looked at the information from Eaglecrest, Parks and Recreation as well as public comments both in writing and in the three public hearings. This information gathering was in response to the task force’s request and questions as we discussed the policy questions above.

The task force looked at information, data and testimony from Eaglecrest and Parks and Recreation in the areas of management, cost recovery, staffing, financial including budget development and CIP process and marketing.

**Public Comment**

The Task Force held three public hearings and received comments in writing during this process.

Commentary from the public had several reoccurring themes.
All testimony voiced the desire to have the facility continue operation.
The public voiced concerns regarding the ability of users to continue to afford to use the facility if fees continues to increase.
Fees have increased creating a roughly steady annual income, however, there is both concern & dissatisfaction regarding this trend.
There was significant interest in Treadwell creating revenue from sources other than fees.
The public voiced interest in fresh entrepreneurial ideas and a review regarding ice use and Treadwell staffing and operations.

Some of the public voiced concerns regarding an empowered board:

- Because the board members are not elected but appointed and they are not paid for their service.
- Some of the public voiced uncertainty regarding an empowered board wondering how things would change and wanting to first see how things go with the pools.

There were letters voicing support for an empowered board expressing a lack of faith in P&R due to past practices and opportunities that P&R have missed. Other testimony voiced support for P&R past practices. Many letters of testimony showed support for an empowered board as the best way forward for the rink for both CBJ as a whole and rink users.

All testimony voiced doubts about the wisdom of having Treadwell operations placed under the management of the Eaglecrest empowered board. The need for Treadwell specific focus was the reason most commonly sighted.

**Findings**

The task force found similarities and differences between the processes related to the areas discussed between Eaglecrest and for Treadwell operating within Parks and Recreation. We have summarized these below.

**Similarities:**
Both entities have specific portions of the CBJ HR plan for the hiring of staff including part time and seasonal.
Both follow the CIP budgeting process of the CBJ.
Both entities budgets contain both fees and CBJ general tax dollars.
Both entities have the ability to market the facilities and services they offer.
Both entities have concerns and desires to offer more services beyond the current offerings and beyond the winter season.
Both entities final budgets and approval of CIP projects rests with the CBJ Assembly.

Differences:

- Eaglecrest with the Board has more of a single focus on operations that Treadwell under the broader management of Parks and Recreation.
- Eaglecrest has been able to manage a fund balance to help in lean years and retain in years when revenues increase.
- Eaglecrest – with its more focused look has been successful in attracting new skiers and thus increasing the numbers of persons using the facility.
- Treadwell has less of a possible weather related variance in predicting the availability of the facility.
- Eaglecrest management appears to be tighter/flatter because the manager reports directly to the board where at Treadwell the manager reports to the Recreation Superintendent who then reports to the Director of Parks and Recreation.

Recommendation

Based on our review and public testimony the task force has the following recommendations. The Task Force agrees that Treadwell will be successful if it can increase revenues and user and can maintain expenditures at current levels.
Question #1: Feasibility of an empowered board to reduce costs and provide services through management by the Eaglecrest Ski Area Board.

The Task Force does not feel there was sufficient support from the data reviewed, the public comments received and from the members themselves to support including Treadwell Arena under the Eaglecrest Board.

Question #2: Feasibility of an empowered board to reduce costs and provide services through an alternate to the management by the Eaglecrest Ski Area Board.

The Task Force recommends that the Assembly move forward allowing a vote regarding a charter change that would establish an Empowered Board to oversee the operations of Treadwell Arena.

Question #3: Alternate management structures for managing the Treadwell Arena.

The Task Force recommends that an Advisory Board be established specifically for Treadwell Arena along the lines of the Aquatic Board for the two pools. This group should be tasked with:

- Identifying ways to market Treadwell Arena to increase the number of users now and into the future.
- Identifying barriers in CBJ code that could hinder marketing efforts related to advertising, fundraising, concession sales and naming rights.
- Establish better and clearer relationship with user groups and the public to gain ideas for increasing users and revenues.