Agenda Notes

3. One of our department goals for 2011 was to develop new revenue sources. Over the past several years, advertising in hockey arenas has become very common throughout the country. This advertising, ranges in the form of: being placed on the dasher boards, plywood/vinyl panels hung from the ceiling or walls, to ads being placed on the ice surface. As staff, we believe that placing the advertising on the dasher boards or on the ice surface(in the ice) looks the best. By not hanging advertising from the ceiling or placing them on the walls, we could leave these areas open for hanging championship banners won by the users of the arena. Currently, we have several championship banners hanging from the ceiling, and have placed logo cutouts on boards of our major users on the north wall of the building.

   In a recent League of Municipalities Magazine article written by their attorney, it stressed the importance of having a written policy as it relates to advertising on public property. With this in mind, as staff we have developed a policy as it relates to advertising at the K. B. Willett Arena. I have attached a copy of this policy, which is broken down into four areas: purpose, policy, reservation of rights and a disclaimer. Also, if you have time to stop by the arena, we have installed an advertising panel on the dasher boards as an example of what it could look like.

   As staff, we would like to recommend that the Commission review the proposed advertising policy and approve such policy, along with allowing advertising to be placed on the dasher boards and ice surface at the K.B. Willett Arena.

4. At our October 2009 Park Commission meeting the commission made a motion, to not allow parking in front of the Bukolt Lodge during day's school is in session from 11:00am to 1:00pm. It was to be a trail period until June of 2010. We have monitored the situation at the park since the change has taken place and seen no improvements in the overall operations/usages of the park. Actually, with the students now moving to the gravel parking lot, it has created more work for the department. They now spin their tires and do donuts when entering and leaving the gravel area creating grooves/ruts that we have to level off several times a month. Their rowdy behavior has also increased, as they are farther from the road and harder to see. One example is that they will place their vehicles in a circle and hold boxing matches. Also because of the larger area they now occupy, the litter they leave behind each day is more spread out.

   The commission's hope in moving the students away from the lodge was to encourage more citizens to use the area around the lodge during these hours. I have seen no increase in citizens using this area since the no parking signs went up.

   As staff, my recommendation would be that we remove the signs in front of the lodge and look at restricting the parking in the gravel parking lot during this time period, if the atmosphere does not improve.