



Saint Ignace Area Recreation Advisory Committee
 Meeting Agenda *January 13th, 2021*
 6:00 PM Little Bear East Community Center

1. **Call to Order** by Bridgett Sorenson at 6:11pm PM.

2. **Pledge of Allegiance**

3. **Roll Call**- Voting Members (*Need 6 for a Quorum*)

	Present		Present
Ed Paquin, St. Ignace Citizen at Large	<u>X</u>	Craig Therrian, Moran TWP Rep. (Chair)	<u>X</u>
Emily Fullerton, St. Ignace Citizen at Large	<u>X</u>	Jimmy Dekeyser, Visitors Bureau Rep.	_____
Robert St. Louis, City Council Member	_____	Tammy Shepard, SIHA Rep.	<u>X</u>
Connie Litzner, City Council Member	<u>X</u>	Bridgett Sorenson, Sault Tribe Rep. (Vice Chair)	<u>X</u>
Martha Sjogren, St. Ignace Area Schools Rep.	_____	Darcy Long, City Manager	<u>X</u>
Merlin Doran, Moran Township Rep.	_____	Morgan Mills, Recreation Director (No Vote)	<u>X</u>
		Megan Lamb, Events & Program Coordinator (No Vote)	<u>X</u>

4. **Corrections, Deletions or Additions to the Agenda** (Board & Staff Only)

5. **Approval of the August Minutes** by Emily Fullerton approved, Ed Paquin 2nd

6. **New Business**

1. Little Bear Update

a. Ice Rink

i. Morgan stated that our rink has been opened up to small group rentals at this time. SIHA is renting ice during the week for current players and alumni to come and skate. Groups have rented some ice time from us to do family skates. At this time hockey is still not allowed because it is a contact sport but we able to continue with rented ice time. Morgan said that she will look into if we can do open skate, Bridgett thinks we can do it because open skate is non-contact.

b. Fitness Center

i. Morgan said that we are still doing 12 people as the limit in the gym. For the most part it is not a big deal but we had an influx of high school students the other day but we talked to them about breaking up who comes in here at what times so we can stay under our 12 person max.

c. Events and Hockey

i. Morgan talked about how we have 5 tournaments including a mite jamboree planned for the rest of our season and we are hoping that we can still have those. Emily asked about what the restrictions are but noted that it looks like they will be extended until February 1st. Darcy asked if open skate was considered non-contact. Tammy said she sent information to Morgan

about stick and puck and open skate. Morgan said that she would look at them and she would update our website and Facebook page.

2. Budget

a. 2020 Overview

- i. Morgan said she was a little worried about what the budget would look like due to Covid interfering with everything but our facility came out in the black. She also stated that because of the closures and lack of events in our facility we spent fewer on expensive. She talked about how staffing at this moment is still limited to the 3 people. She said that her main focus was ending up on the positive side of the budget. Morgan stated her only concern is that we took money for tournaments this year and if those are cancelled and we have to refund the teams and our budget could be tight due to the refunds. Morgan said that she and Darcy would be happy to answer any questions about the budget. Emily asked who is working at this time. Morgan replied myself, Jim, and Megan. She also stated that when we are able to be doing more in our facility she will bring more staff back.

b. 2021

3. Groupon

a. Opportunity for marketing to a larger population

- i. Morgan asked if everyone is familiar with Groupon. Tammy used Groupon before and said it was easy to use. She talked about the time she worked with Groupon after she graduated college and she used it as a marketing opportunity, then she explained that Groupon works with companies to promote their businesses and show what they have to offer. Morgan talked about her time working at the DeltaPlex in Grand Rapids with all their events and how Groupon advertised their tickets for a cheaper price for people to purchase. Morgan received a call from Groupon, and is positive they don't charge money up front to advertise what we have to offer. Groupon makes money off the item they sell, and Groupon puts info out to all of Michigan. Morgan showed part of an email that showed what we would be advertising on Groupon. The items that were listed were, renting ice time; daily passes for our gym; conference room rentals; a wedding package for the conference room; and also putting the golf course into the items as well. People are able to buy and purchase the item on Groupon and then redeem at our facility. Morgan stated that Groupon requires to do 25% off a regular price item and/or service. Bridgett asked Morgan if she is trying to target out of town people. Morgan said yes and that she is trying to plan ahead. Bridgett made a comment and said if there is ice on their Morgan might have to hike up the ice price because no one is under \$200 below the bridge. She said that once everything is all set up she can go in and edit the services or things we are promoting on Groupon. Bridgett asked why the golf course is being involving with this marketing. While the golf course is looking for someone new Darcy asked Morgan to help with the marketing. Bridgett talked about seeing if we can do golf course packages with the casino, hotels, and local business. Morgan asked if that was like something that goes into a brochure stand. Bridgett explained that it is a package deal where if you stay at a specific hotel then you can get a deal golfing or vice versa. Ed brought up the idea of doing something like that with the weddings that come in from out of town. Connie briefly talked about the changes that will be happening at the golf course

7. Public Comment

- a. Bridgett asked Craig what the ball field timeline looks like. Morgan said that it looks like they have most of their work done, and are looking at doing tournaments. Morgan talked about where it will fall in the

budget. She also said that as soon as we can use it we want to use it. Connie suggested to get with Scott for a timeline and that we really need to be ahead of the game if we are wanting to plan tournaments.

8. **Next Meeting Date – March 10, 2021 @ 6:00 pm** (Any excused absences for next meeting?)
9. **Motion to adjourn** by Bridgett Sorenson, seconded by Darcy Long, at 6:48 PM.

PLEASE CONTACT OFFICE 24 HRS IN ADVANCE IF YOU ARE UNABLE TO ATTEND