



Northfield Ice Arena Advisory Board

Wednesday August 23, 2017

8:00 a.m.

Second Floor Training Room

Meeting Minutes

Members Present: Mayor Rhonda Pownell, Ben Martig, Dave Bennett, Chris Heineman, Brett Reese, Brad Ness, Todd Bornhauser, Mike Ludwig, Tom Graupmann, Chris Sorenson

Members Absent: Jeff Hasse, Jan Hanson, Ryan Bowles, Jim Fischer, Carey Tinkelenberg

Others present: Jeff King – Ballard\*King via phone, Barb Neitzel - Recording Secretary

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- I. Welcome and Introductions.  
The mission statement was read.
- II. Any questions / follow up / updates from the last meeting.  
Ben Martig stated he would provide funding details for the arena in Marshall, MN for the September meeting.
- III. Approval of July 12, 2017 Minutes  
**A motion was made by C. Sorenson and seconded by M. Ludwig to approve the July 12, 2017 minutes. All in favor. Motion carried.**
- IV. Draft Economic Impact Analysis Review (Jeff K) 45 min.  
Jeff King spoke via phone to discuss the economic impact assessment. He started by noting that calculating economic impact is not an exact science since there are so many variables in play but he has tried to identify it as realistically as possible.

He used two approaches to summarize the primary impacts. The economic impacts are estimated utilizing methodology from a 2000 University of Wisconsin Study. In 2000 it was estimated that spending was about \$220 per day for each player/family. The second was a moderate approach, which applied an inflationary factor to the \$220 per day reflected in 2017 dollars to be about \$270.

Below is a summary of Primary Impacts based on seven tournaments a year. This data does not

include tournaments that may be held at St. Olaf nor any High School games.

<b>Summary of Primary Impacts</b>	<b>Conservative</b>	<b>Moderate</b>
<b>Facility</b>		
Personnel Services	\$ 126,842	\$ 126,842
Contractual Services	\$ 102,450	\$ 102,450
Supplies and Materials	\$ 31,000	\$ 31,000
<b>Special Events</b>		
Hockey Tournaments	\$ 390,860	\$ 480,670
<b>Total Annual Primary Impacts</b>	<b>\$ 651,152</b>	<b>\$ 740,962</b>

Jeff also noted that, after speaking to Faribault and Lakeville, approximately 60% of visitors stay overnight and the balance travels to and from each day. The study then provided a different rate for a “day visitor,” which calculated out to be \$65 as a conservative impact and \$80 for moderate.

He then spoke of Secondary Impacts defined as spin off impacts, which include taxes paid by employees, sales tax generated, employee purchases of goods and services and tourism roll-over impact within the community. Below is a list of secondary impacts.

<b>Summary of Secondary Impacts</b>	<b>Conservative</b>	<b>Moderate</b>
Sales tax generated/disposable income of employees	\$ 6,060	\$ 6,060
Sales tax generated from tourism (special events)	\$ 28,728	\$ 35,329
Employee disposable income	\$ 82,447	\$ 82,447
Special event roll-over	\$ 586,290	\$ 961,340
<b>Total Annual Secondary Impact</b>	<b>\$ 703,525</b>	<b>\$1,085,176</b>
<b>Tourism Summary</b>		
Primary Impact	\$ 651,152	\$ 740,962
Secondary Impact	\$ 703,525	\$1,085,176
<b>Total Annual Economic Impact</b>	<b>\$1,354,677</b>	<b>\$1,826,138</b>

The conservative approach used a 1.5 rollover factor and the moderate used two.

Questions and Comments

C. Sorenson felt it was best to use the conservative approach as a base line that could have other variables added.

B. Reese would like the date of the Michigan State University added to the second page of the report.

Mayor Pownell requested economic impact comparisons of the use of bike trails or arts and cultural events to get accurate information to help guide the process. C. Sorenson agreed that it would provide important context to compare other community events other than just hockey events. C. Heineman stated he would put together a staff report detailing this information.

V. St. Olaf Update (Mike L)

Mike L. stated they are continuing to meet with the City to discuss partnership opportunities. They are currently looking at either a stand-alone site with the potential for an additional rink or a two-sheet break away.

D. Bennett added a partnership with St. Olaf would 1) be lower than a stand-alone site built by the City; 2) Raise questions as to how a facility would operate at the college; and 3) Require a determination of how many seats a second sheet of ice would provide.

C. Sorenson expressed a desire to obtain funding numbers and a more detailed view of what an actual partnership with St. Olaf would look like in order to accurately relay the information to major user groups. B. Martig stated St. Olaf has made a commitment to work with the City and this information will be provided at the September meeting.

VI. NHA Capital Funding Discussion

C. Sorenson noted there is not a lot of resistance to increased fees. While there is support for a capital campaign, most of the significant donors are listed in the ICE NOW report from 5 years ago.

VII. Schedule Next Meeting, Agenda Items, and Tasks to Assign

Next meeting was scheduled for Wednesday, September 20, 2017 at 8:00 a.m.

Main topic of discussion will be a St. Olaf partnership.

VIII. Adjourn

The meeting adjourned at 9:17 a.m.