

**TOWN OF OLD ORCHARD BEACH
TOWN COUNCIL WORKSHOP
TUESDAY, DECEMBER 8, 2009
OLD ORCHARD BEACH HIGH SCHOOL**

A Town Council Workshop of the Old Orchard Beach Town Council was held on Tuesday, December 8, 2009 in the Old Orchard Beach High School. The Chair opened the Town Council Workshop at 7:00 p.m.

The following were in attendance:

Present: Chair Sharri MacDonald
Vice Chair Michael Tousignant
Councilor Robin Dayton
Councilor Laura Bolduc
Interim Town Manager Jack Turcotte
Assistant Town Manager V. Louise Reid

Absent: Councilor Shawn O'Neill

The purpose of the Workshop this evening is related to the Ballpark and included the following:

- 1. Discussion on the National Small College Baseball Tournament in 2010 including details of the events, dates, times, expectations and anticipated economic outcome for the Town.**
- 2. Discussion of facility needs to support the national tournament. Details of facility based requirements, general overview of status of the Stadium, the field, concessions and the club house.**
- 3. Discussion of progress to date.**

Several Committee members made very interesting and informative reports during this Workshop. The power point presentation detailing the past and the present condition of the Ballpark was extremely impressive. There was a jovial and supportive manner and tone to the meeting this evening.

Tom LeChance spoke about the history of the USCAA indicating that this is a two year event with two important aspects – on field and off field. It is more than a game but rather it is considered an event encompassing so many opportunities for visitors to learn about all that Old Orchard Beach has to answer. He gave a report on what encompasses the event including each team (ten) will have a host who will guide them in travel opportunities; assist with logistics; and in essence be ambassadors for our community. They will be responsible for a gift basket – gifts that are conducive to the area such as salt water taffy, stuffed animals, etc. Someone will be responsible for the dignitaries and the throwing out of the first pitch. There will be a special opening ceremony celebration which will be an

attraction to not only the players but the citizens and visitors to our community as well. It will be necessary to consider renting of busses, vans, trolley, etc. There is a need for an outlined map so that individuals will know how to get primary places of activities. A list of activities and enticements of what can be done in the summer months in the Old Orchard Beach area will be needed including; someone will need to coordinate beach volleyball; help sell ads for tournament program – ensure sponsors receive business; OOB baseball to coordinate raffle; banquet locations; beach cookout; banquet speaker; room accommodations for central staff; admission volunteers; possible practice fields; someone to coordinate police/fire services if needed; park special events; national anthem/color guard options; end of week; celebrity game events; and assist in the finding of a tournament sponsor or sponsors.

Covering the possible use of the parking lot, Tom mentioned that there could be an antique car show; fan festival (could be inside or outside the park); Boy Scout Jamboree; Sports memorabilia show; Whiffle Ball Tournament; Texas “Hold’em” Tournament; and many other opportunities for creative use of the parking lot which has possible revenue enhancements.

Some of the ideas for event planning and marking that were presented included press conferences; letters to all schools, both high schools and colleges in the Southern/Central Maine area; Letters to all New Hampshire schools both high schools and colleges; invitation to the Chamber of Commerce, city leaders and State politicians in all area communities; Little Leagues; New England Baseball College Coaches; coordinate with the local press – issue press releases, posters up throughout the town and in businesses; and specific advertising options (press, TV, radio, social networking, etc. The Committee breakdown would include Marketing, Event planning and Logistics.

Dave Goyet made an outstanding financial presentation indicating the projected anticipated expenses which would include the following:

Anticipated Expenses:

Opening Day Banquet – 250 Players @ \$30 each (10 teams of 25)	\$7,500
Guest Speaker	500
Gift Bags – 250 players @ \$25 per bag	6,250
Lobsters/Clam Bake – 275 Lobsters @ \$3.25 each, clams	5,000
Corn * Other Food Items	
Umpires	8,000
Field Maintenance	2,500
Miscellaneous	2,500
Tent Rental	2,500
Possible Alternate Travel (Bus Rental)	2,500
Total Expenses	\$37,250

Projected Revenue to the Town:

Players and Coaches	250 Players (10 teams of 25)	\$32,500
	Based on double occupancy @ \$65 night	
	125 Players @ \$65 per night x 4 nights	
Projections of fans that will attend and stay – 100 rooms @ \$65 night		
	times 4 nights	26,000
Eateries		
Players	250 @ \$35 per day (\$8,750 X 3.5 days)	30,625
Additional Fans	250 per day x \$25 (\$6,250 x 3.5 days)	21,875
Miscellaneous Free Time	250 Players @ @ 5.00 per day	
	(\$1,250X 3.5)	4,375
Saco Businesses/Bowling/Movies		5,000
Ballpark Concessions		5,500
	Total	\$125,875

Fundraising Revenue (Based on Projections)

Sale of Ball Park Seats	1,500 seats @ \$25 per seat	\$ 37,500
	Subtract \$5.00 per seat for engraving	(7,500)
		\$ 30,000
Sponsors – Projections of 20 sponsors @ \$2,000 each		40,000
Fundraising Dinner/Dance		2,500
Other Fundraising		2,500
Gate		<u>6,000</u>
	Total	\$ 81,000

Mr. Goyet indicated that eight months ago we were asked to be a partner in this venture and many did not think we would be in the position that we are at the present time. This event (and others similar to this) could be a great financial boost to the local economy. Not only could we have this Tournament for 2 years but we could hot AAU Tournaments as well as Regional Legion Tournaments which would be far more lucrative. With these potential Tournaments, the Community could realize an additional \$500,000 in revenue. We need a partner. We must work together with the Town playing a major role otherwise we could lose our opportunity at this community impacting event. He spoke about the benefits of hosting this Tournament and others in the future which would include:

- o promote our Town as a vacation and a baseball destination.
- o All business sponsors will be on the USCAA website linking them to this year's tournament. This will promote our town to a greater degree and further create this Town as Tourism friendly. There are historically five million hits per year on the website.
- o The success of this event will only solidify our park as one of the Town's great assets.
- o Will generate a significant revenue stream for our business community and could act as our own stimulus package during a time of stagnation.
- o Each player will receive a CD highlighting the Tournament and the many events that did take place during the Tournament in our Town. This will create more positive exposure for our community.

Mr. Goyet finished his presentation by suggesting that the Tournament is just one of the many events that we will have scheduled during the four to five day period. The Chamber of Commerce and the OOB 365 Committee will work together in scheduling events that will supplement the baseball games being played. Other events will include a Home Run Derby; Baseball Skills Competition; Wiffle Ball Games; Volleyball Games & the Brunswick; Bands at the Park (in the parking lot); and music in the square. By creating a Town theme this will only make this destination more desirable for future events of this kind.

Linda Jenkins gave a financial report on their fundraising events. The Council had provided over the past two budget seasons \$25,000 each year for a total of \$50,000. The first \$25,000 was to have been used for security and safety concerns and there is a balance in the amount of \$7,562.92; and a balance of \$3,103.75 left from the money that was used for redoing the fields, fencing, concession stand, etc. She accounted for the \$10,000 loan from Saco Biddeford Saving Institution; indicated they had raised \$22,960; with expenses at \$22,869.62; with a total of \$10,647.05 going to finishing the concession stand. Tom LaChance has indicated that there is noting that has not been accounted for in both the fundraising and the expenses and that all items have gone through the Town's Finance office. Tom also mentioned that over \$282,325 have been given in donated services by a host of individuals from Old Orchard and from outside the community.

Other members, like Mr. Furtado, who worked on a lot of the buildings of the Committee gave updates with a power point presentation which focused on the past to the present as to the condition of the fields and buildings. It was an impressive presentation and many compliments were given to the volunteers for their hard work and committed efforts. Many compliments were given to members of the volunteer group; well deserved words of credit for hard work and dedicated service. The question was asked by those attending the workshop as to how much it would cost to finish the project. Again, a figure was not given but it was stressed that to stop the efforts that have been expended would only cause the Ballpark to go back to the devastated condition that it was over a year ago. It was understood when it was stated that considering the past history of the Ballpark and the amount of money that the Town had to pay for past mistakes was brought to discussion. Again the expressed feeling was that so many good things have been done and there is the opportunity to bring in financial and economic considerations to the community that not to continue would be irresponsible.

The Interim Town Manager, Jack Turcotte, gave a report on his time spent with our insurance agents who toured the Ballpark to determine insurance considerations required. He talked about a meeting with Roland Eon, Jeff Gibson, Mike Nugent and himself had and the purpose of the visit was to look at the baseball park from an insurance liability standpoint. He listed some of the observations that were discussed and indicated in order to protect all of the volunteer effort and results to date they would need to fix the opening in the fence which should be closed with a gate as soon as possible. He noted there is a lot of general housekeeping necessary including a number of potential fall hazards associated with the stairs used to access the stadium seating. They discussed the fall potentials and current codes and applications to reduce the hazard without having to bring the entire facility up to a current code. Of concern is the space between the steps and the bottom rail. They discussed the most expedient way to reduce this hazard would be to put fencing material behind the railing and securing it to the railing. There were a number of trip and fall hazards that were indicated. The gaps in the concrete present a trip and fall hazard to those wearing high heels or have small feet. The plastic seats that are cracked need to be

replaced. The cracked panel presents an entrapment, cut hazard and pinch hazard to those sitting on them. Entrapment means clothing; small fingers or body parts could get caught in the crack. These split seats should be replaced. One of the light towers, located near the bathroom building, is damaged at the base allowing access to the wiring. These opens should be secured so that damage to the wiring does not occur from the elements, animals, and or prevent tampering or contact by people. One of the main electrical services for the park is in the Police building. There should be open space between this electrical service and any item, vehicle or other material stored in the garage. There should also be a fire extinguisher in the building. The new roof looks great and the concession area is progressing nicely. There were no concerns at this time about that building. The office/locker room building has much more work to be done on it. When work is being done in and or on the building, it is recommended that the existing doors be marked and any and all bolt locks be opened before work begins. Eventually these bolt locks will need to be removed. There are areas when lighting is not effective and most of the exit signs have been painted over, or are not operational at this time. There is one fire extinguisher in the location, however it is passed its annual inspection. If there is any hot work, such as plumbing taking place in the building it should be done with a fire extinguisher present and a fire watch posted for a half hour after the work is completed. When Mike Nugent was asked about handicapped accessibility he shared the fact that after our discussions with the Insurance company reps, I wanted to find out a little more about potential obligations for accessibility. I spoke with Richard McCarthy, an ADA plans reviewer for the State Fire Marshall. He advised that the approach that the Ballpark Group is taking with the accessible picnic areas on the first and third base side, with accessible restrooms and canteen facilities are a reasonable accommodation to get started. He did caution that the law is driven by complaints and federal civil process. If a person who is physically challenged were to attend a function at the facility with his or her family and could not enjoy the function in the same manner as his or her family, (in the bleachers, for example) they could file a federal suite. It would then be up to the courts to decide if the set up was a "reasonable accommodation". He also suggested that the facility be evaluated by an architect and plans be created for long term to improve accessibility of the bleachers. I have a contact (Bill Bisson) who is an architect that specializes in ADA. I will contact him and get additional information.

The discussion during this evening was not only interesting but informative and the mood of those attending was optimistic, encouraging, and a real element of excitement. The Council was asked to consider additional funding in light of the needs of the Ballpark and the need to have certainly things done within the next few months in order to have these tournaments.

Respectfully Submitted,

V. Louise Reid
Town Council Secretary

I, V. Louise Reid, Secretary to the Town Council of Old Orchard Beach, Maine, do hereby certify that the foregoing document consisting of five (5) pages is a true copy of the original Minutes of the Town Council Workshop of December 8, 2009.

V. Louise Reid