

**TOWN OF OLD ORCHARD BEACH  
TOWN COUNCIL WORKSHOP  
Wednesday, June 13, 2012  
TOWN HALL CHAMBERS  
7:00 p.m.**

**A Town Council Workshop of the Old Orchard Beach Town Council was held on Wednesday, June 13, 2012. Chair Quinn opened the meeting at 7:04 p.m.**

**The following were in attendance:**

**Chair Bob Quinn  
Vice Chair Michael Tousignant  
Councilor Sharri MacDonald  
Councilor Robin Dayton  
Councilor Michael Coleman  
Town Manager Mark Pearson  
Assistant Town Manager V. Louise Reid  
Members of the Finance Committee  
Members of the Ballpark Commission**

**The Town Council Chair began the discussion of the Ballpark budget as a presentation of projected expenses that it would cost to run the Ballpark based on certain assumptions that will enable the Council to decide how to proceed forward. The Finance Director had prepared a revised project budget plan as of June 4, 2012. One of the major considerations about the Ballpark operations is that expenses related to staffing were never charged to the Ballpark but rather came out of the Recreation Department's budget because of the previous General Manager was a member of the Recreation Department's staff. The undesignated fund balance is only positive because of the transfer of funds from the general fund. The actual Ballpark operation has not had a profit and there is an accumulated deficit total for the past three years as well.**

**It should be noted that previously the Finance Director indicated the Minimum Option (a) and the Fully-funded Option (b) as it regards the FY13 Budget and that again is what is being presented this evening with discussion on the additional listing of More Volunteers Option ©. It should be noted that under Option (a) – Minimum Option – that staff would include a General Manager, concession Manager, Field Manager, Concession Worker, Field/Maintenance Worker (two). In Fully-funded option (b) the staffing would include General Manager, Concession Manager, Field Manager, Concession Workers (4), Field Maintenance Workers (2). Finally the Option C – More Volunteer Option includes the following staffing – Concession Manager, Field Manager/Facilities Manager, Concession Worker and Field/Maintenance Worker. Option A salaries projection is \$43,490, with FICA in the amount of \$3326.99; with no benefits; Option B salaries projection is \$69,240 with FICA in the amount of \$5,296.86 with other benefits in the amount of \$9,198.13; and Option C a cost o \$11,501.50 with FICA at \$879.86. The differences in the projected hours for coverage include Option A at 249 hours; Option B at 459 hours; and Option C at 159 hours.**

**Costs for running the Ballpark operation include not only salaries but for each option funding for Travel/Food/Lodging/Mileage, clothing allowance, Dues, Memberships, Licenses, Service Contracts, Advertising, Electricity, Water, Phone/Cellular/Paging, heating fuel, gas and**

propane, building repairs, operating equipment repairs, Administrative and Office Supplies, and other facilities maintenance fees including legal, professional engineering, and USCAA Tournament. It should be noted that the Actual net loss for Option A – (\$32,726.89); Option B – (\$47,392.49); and a net income Option C - \$9,843.64.

Much of the discussion time was spent on the validity of each option. It was explained that Option A is how the Ballpark is currently being run without the \$25,000 donation from the Town; Option B is suggested staff needed with no funding of \$25,000; and stepping back to Option C which is the way it used to be with the volunteer participation. Discussion this evening was to determine which Option would be the way the Ballpark would be run in the coming months. There was concern expressed about the physical structural requirements needed for maintain the Ballpark for operational purposes and is the Town Council willing to make the commitment of funding for the repairs that could be excessive. The Ballpark Commissioners reminded the Council that in the past the volunteers provided not only the free service in the running of the Ballpark but that they were responsible for bringing in thousands of dollars in donations and also money collected to pay for naming rights. The Ballpark has benefited from volunteers' contribution in that the services they provide help individuals, families and the community to address local needs. There is a development of personal pride and satisfaction that is experienced and often as they gain knowledge they gain considerable expertise as well. They can fall into several categories which have been useful previously in the working of the Ballpark operations. They can serve in direct service, administrative support, fundraising and also a leadership role.

The question was raised as the need for a Ballpark General Manager (Interim). This position is involved in the planning, scheduling, public relations, marketing, fundraising, sponsorship solicitations, budgeting and staffing and would also be able to collaborate with the Town Manager, the Ballpark Commission, Ballpark Lessee's, vendors and employees. The position would be responsible for overseeing the concession manager, concession personnel and any and all personnel working on the Ballpark's building or grounds. Discussion continued on a stipend payment plan for this position. This position is a necessity for they are the internal consultant, helping staff, paid or volunteer, identifying opportunities for engaging volunteers in the organization's work and designing strategies for effective integration of volunteers into the organizational work.

There was discussion by some Council members that they could not support the Volunteer concept and the need for planning and development of a marketing plan. Over the past several years since the Ballpark programming has been implemented the subject of the need for a marketing plan has been discussed but still not implemented. Perhaps the most important factor in successful marketing is the "vision" of those who run the facility. Nothing drives progress like the vision for often the idea precedes the deed. If there is a strong vision of where its future lies, then there is a good chance that the organization will achieve its position in the market in which it is involved. Some of the areas that the Ballpark Commission needs to evaluate includes the marketing environment; a study of the customers, competitors and the overall economic, political, cultural and technical environment including trends as well as the current situation.

The discussion tonight also included the timing of the marketing plan since it is now over seven years that the Ballpark has been evolving to this point and when and how can they go out for a marketing plan and a five-year strategy. The question was asked about when is exactly the right time to implement this marketing plan. Again there did not seem to be

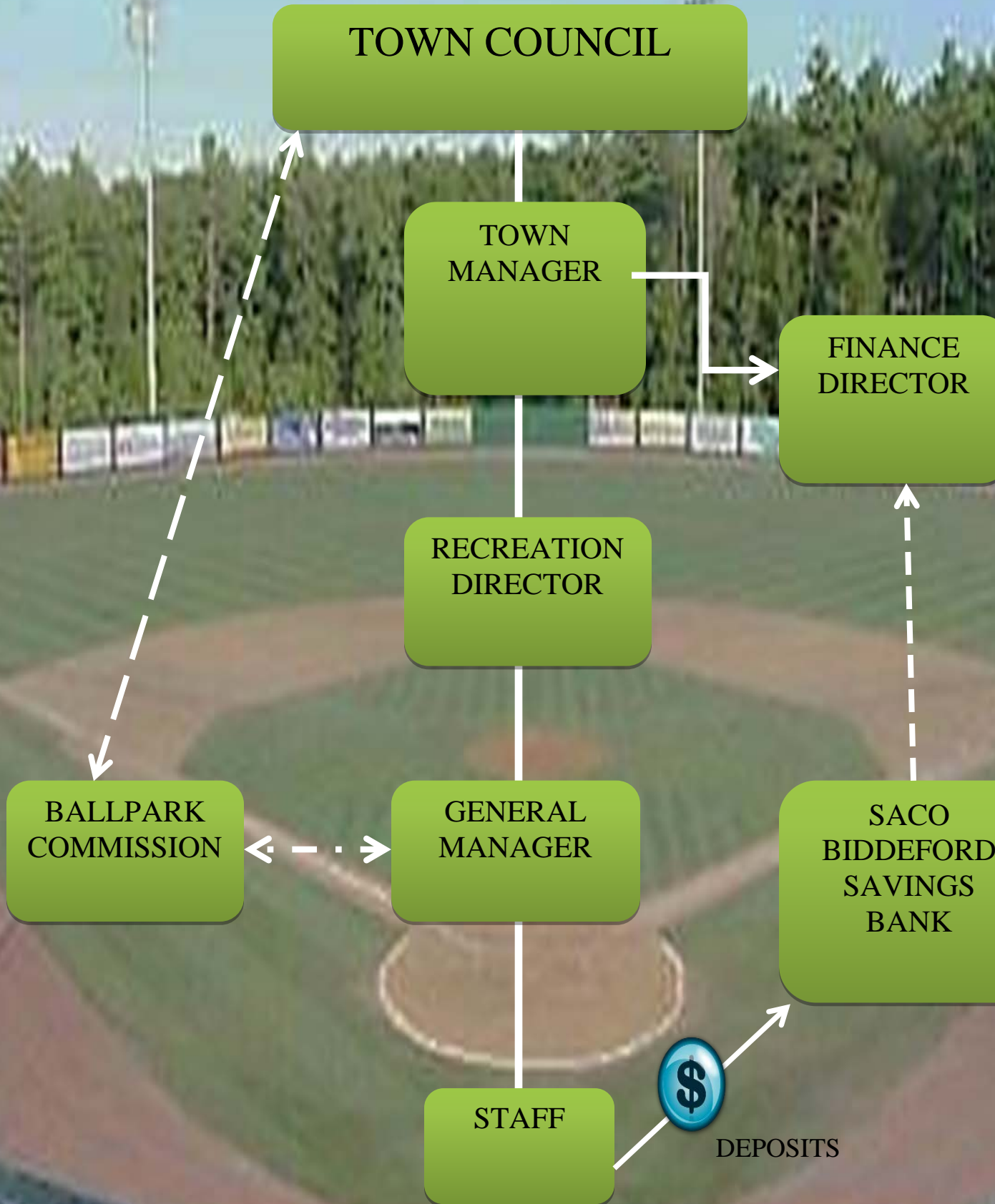
direction given as to how and when to implement this plan. There was some concern expressed that nothing should be done until the will of the people through a referendum is expressed.

Over the past several years since the Ballpark programming has been implemented the subject of the need for a marketing plan has been discussed but still not implemented. Perhaps the most important factor in successful marketing is the “vision” of those who run the facility. Nothing drives progress like the vision for often the idea precedes the deed. If there is a strong vision of where its future lies, then there is a good chance that the organization will achieve its position in the market in which it is involved. Some of the areas that the Ballpark Commission needs to evaluate includes the marketing environment; a study of the customers, competitors and the overall economic, political, cultural and technical environment including trends as well as the current situation. Some of the discussion this evening involved what the Ballpark could market such as the amount of money needed to support the running of the Ballpark; what is it that they actually have to sell as a product; what is being done to advertise and promote the Ballpark itself; where is this being done and is it beneficial; who are the people who have the responsibility to market the product; what is the current physical environment of the Ballpark; the value added services that differentiate the product (the Ballpark) from its competitors; and how is the Ballpark being packaged. The discussion tonight also included the timing of the marketing plan since it is now over seven years that the Ballpark has been evolving to this point and when and how can they go out for a marketing plan and a five-year strategy. The question was asked about when is exactly the right time to implement this marketing plan. Again there did not seem to be direction given as to how and when to implement this plan. There was some concern expressed that nothing should be done until the will of the people is expressed through a referendum.

The sustainability of the Ballpark was raised as it has been in the past. Again there were those who felt that in some instances the Ballpark was set up to fail. The need for the Town to fund the Ballpark was expressed as it is a community effort bringing opportunities to all residents and citizens and that sustainability depends on support of the Town in a monetary manner. Again the question was asked – “how do we move forward?” The consensus seemed to be that Option C was the plan that was most supported by the majority of those in attendance at this Workshop.

Below is a Chart prepared by the Town Manager for possible Council consideration.

# OOB CHARTER 409.4



**The meeting was closed at 9:45 p.m.**

**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 June 13, 2012.**

**V. Louise Reid**