

**TOWN OF OLD ORCHARD BEACH
TOWN COUNCIL MEETING
Wednesday, April 1, 2015
TOWN HALL CHAMBERS
Following Special Town Council Meeting**

A Town Council Workshop of the Old Orchard Beach Town Council was held on Wednesday, April 1, 2015. Chair O'Neill opened the meeting at 7:13 p.m.

The following were in attendance:

**Chair Shawn O'Neill
Vice Chair Joseph Thornton
Councilor Michael Tousignant
Councilor Kenneth Blow
Councilor Jay Kelley
Town Manager Larry Mead
Assistant Town Manager, V. Louise Reid
Finance Director Diana Asanza
Jerome Plante – Ballpark Commission
Guy Fontaine – Ballpark Commission**

The workshop this evening is to consider the FY16 budget for the Ballpark

Ballpark

Jerome Plante and Guy Fontaine made the presentation for this budget.

For the first time in nearly 30 years, The Ballpark in Old Orchard Beach will be home to a minor league baseball team this summer. The President of the East Coast Baseball League, Colin Cummins, is excited about the opportunity as are the members of the Ballpark Commission. Colin Cummins has said, "OOB is a baseball community and they have a volunteer system that loves to see baseball in The Ballpark. It's that love and care that drew me to Old Orchard Beach. I am very impressed with the Town Office and The Ballpark Commission. We had very candid talks and understood each other, that is a winning combination." The Ballpark was home to the Triple-A-Maine Guides, a Cleveland Indians affiliate from 1984 to 1987 and the Maine Phillies in 1988. The stadium would then be used as a concert venue for several years before being shuttered in the 2000's after suffering from years of neglect. Fortunately for baseball fans, a local group known as The Ballpark Group, would form and renovate the stadium in 2008. The Ballpark would finally be put back into use in 2011 as the Old Orchard Beach Raging Tide took the field as a member of the New England Collegiate Baseball League. The Raging Tide would compete in the Futures Collegiate Baseball League from 2012 to 2014 but was sold after that season. In discussing the history it was noted that they hope to have a variety of initiatives this summer including school days at the ballpark, using local umpires and coaches, baseball camps and clinics, beachcombers at the beach, internships, volunteer and paid job opportunities. The East Coast Baseball League (ECBL) will consist of teams in Old Orchard Beach, Maine, Newburgh, New York, Welland, Ontario, Canada, Watertown, Ontario, Watertown New

York and a travel team called the Road City Explorers. All six teams will meet in May for a tryout and a draft. They have a spring training camp in Delaware.

The Town Council received the following memo from Bob Rings who has been heavily involved in the marketing and strategic planning for the Ballpark. “Although I may be in Arizona, I continue my work for The Ballpark. As a result of my conversation with Guy Fontaine Sunday, I am sending a clarification memo attached addressing what should be account number 30414-50300 Professional Engineering. What we need is a comprehensive conditions study of our ballpark facilities not what I think has become only a structural engineering study. We are in the process of organizing a tax exempt non-profit organization, "Friends of OOB Ballpark" to help The Ballpark earn outside foundation and corporate giving funding for various capital improvement needs of the ballpark. We want to have a comprehensive structural, electrical, mechanical, ADA, environmental review so we can see what we can pursue for outside help for specific needs fitting different funding sources criteria for grants or corporate outreach giving. We are taking a long-term incremental view. The outside funding organization needs credible specifications. Without this type of information we are like anyone off the street asking for a handout. Also if the Town can assist in funding this type of conditions study, it shows good faith to outsiders that the Town is also contributing to the improvements of its own property. What do think it looks like to outside giving organizations if the Town does not invest into its own facility? I provide a few examples of the broad nature of our engineering review needs in my attachment. I hope you can read this e-mail and attachment before the meeting. I've had several medical commitments to slow down everything I've been attempting to accomplish. So I apologize for this late communication.” Thank you, Bob

March 31, 2015

To the Honorable Old Orchard Beach Town Council Members: Shawn O’Neill, Chair, Joseph Thornton, Vice Chair, Kenneth Blow, Jay Kelley, and Michael Tousignant.

Cc: Larry Mead, Town Manager and Louise Reid, Assistant Town Manager

From: Bob Rings, Ballpark Commissioner, Long Range Business Planner

Subject: April 1’s Ballpark Budget Item 30414-50300 “Professional Engineering”
for Procuring Conditions Study Needed for The Ballpark

Ballpark Mantra: Youth Development and Community Service supported by Entertainment Programming

As you well know, I have been working in tandem with Guy Fontaine, Operations Manager, for several years, as a volunteer, working diligently on a long range business plan for The Ballpark as well as creating a 501c3 tax exempt non-profit organization to provide capital improvements support for a precious OOB asset. After considerable research regarding the baseball and entertainment industries, marketing, outside funding resources, I know that any funding source granter or corporate givers expect that any organization requesting their attention has done its homework.

Our homework must involve **providing:**

1. Desirable cause
2. Viable long range business plan
3. Sufficient specificity of architectural-engineering needs and projected costs.

Then we adapt our request to foundation granters or corporate givers to fit criteria for awarding Old Orchard Beach’s Ballpark funding for requests relevant to their respective interests.

Due to inadequate maintenance for 23 years, The Ballpark fell into terrible disrepair. Yet from 2007-2010 efforts of volunteer residents and area business owners contributed hundreds of labor hours and over \$300,000 of material products to transform a broken down tree and shrub filled facility into a serviceable facility and a reminder of the olden days of the Maine Guides and concerts. However, as beautiful and serviceable as it was and is, there still linger many infrastructural restoration needs in order to meet today's ADA requirements and safety, security, and efficiency needs. This doesn't take into account today's consumer expectations in comparison to our market's competing facilities.

On your April 1 Council agenda regarding the preliminary discussion of the FY 16 Ballpark Budget, is an item referenced as Professional Engineering which is the focus of this e-mail. On behalf of The Ballpark Commission, we note that the long range plan has two dimensions:

1. **Annual Operations** involves scheduling programming, the necessary maintenance of buildings and grounds to support overall ballpark marketing and event implementation. Hopefully, there might be modest facility improvements. This has been the usual budgeting process.
2. **Long Term Capital Improvements** encompasses the pursuit of and earning outside funding via grants or corporate giving in direct financial awards or In-Kind Work contributions. The creation of our "**Friends of OOB Ballpark**" has been incorporated and is in the process of organizing its Board of Directors and completing IRS documents to become a tax-exempt non-profit organization to provide the support necessary in pursuit of the larger capital improvement objectives over the long term.

The Professional Engineering amount of \$10,000 is insufficient to gain the necessary specificity and cost information for a comprehensive plan to restore The Ballpark's ADA, structural, mechanical, electrical and environmental need considerations. **About a 1 ½ years ago Barba-Wheelock proposed a Conditions Needs Study that encompassed the full multi-engineering perspectives. This has not been funded.**

What we want to explore include: current conditions, serviceable life expectancy of those conditions, and probable cost of upgrading/restoring as needed (of course, the latter eventually will be determined by actual bidding responses to RFPs). *Serviceability might be an understatement (lower standard) of our needs considering what our consumers have come to expect from our competitors* (Reference: Long Term Plan Marketing Section and an interview research study, "Concerts at Old Orchard Beach's 'The Ballpark': Learning from Experienced Entertainment Industry Leaders" by Robert Rings 2012-13). Examples of Long-term Capital Improvements and their Engineering Disciplines Involved ***This is not an all-inclusive list for brevity sake. These examples do not attend to ADA requirements.***

Improvements	Engineering Disciplines
Ball field Lighting	<u>Electrical</u> - including not only the appropriate cost efficient lighting to meet NCAA Division 1 and Professional Baseball Standards but also the support conduits from lamp to the master switch - need to be up to code.
Grounds Lighting for safety and security purposes throughout the stadium and parking lot areas.	<u>Electrical</u> - for lighting and support conduits up to code.
Stadium concrete restoration	<u>Structural</u> - encompassing the appropriate sealing of the existing concrete to preserve it for years to come.

Stadium Support Pillars These pillars have shown some loss of structural integrity. The question: How extensive is this issue and what does it take to fix it according good engineering practices?	<u>Structural</u> -This has already had one study by a Mr. Gore of Acton, Maine, from which we have drawings. But that study is approximately five years old.
Security Fence and Gates around entire ballpark as well around the stadium as needed, e.g., behind the skyboxes and between the field and patrons.	<u>Structural?</u> We have assets we must protect. Also we must control the consequences of inadequate security fencing to avoid unpaid intruders to revenue producing events.
Stabilization of the concourse’s surface between stadium, clubhouse and concession-restroom buildings. New surface grading to ADA standards and asphalt like topping to stop constant rutting from heavy rains and provide safe footing for people of all ages and physical needs.	<u>Structural</u>
ADA Standard Ramp from 1 st base side of stadium to concourse turning toward stadium’s center entrance but ending nearly half way there on to the new stable concourse surface.	<u>Structural</u> - If Guy is not able to find funding support for this key ADA need, then this falls into “Friends of the OOB Ballpark” bucket list, same goes for the proper ADA concourse stabilization.
Up-dated Plumbing and Electrical Network and Usage Equipment throughout all buildings of the ballpark, including the rehabbing and usage of the inactive concession stand and restroom.	<u>Mechanical?</u> <u>and Electrical</u> - Although Guy has done a terrific job of holding these areas together, we need to review what is needed for long term usage and, perhaps, much heavier usage.
HAVC Work Since the operations, marketing, and grounds maintenance aspects of this facility will grow in hours and staff involved and maybe, space office rentals, the clubhouse should become a year around facility with adequate heat and air conditioning throughout with appropriate usage controls.	<u>Mechanical</u>

As noted this is just a sampling of the long-term capital improvements on the longer list, but as you can see there are several engineering disciplines involved. Any outside funding group will need specifications for grant or charitable giving organizations to justify what they see fit to support. Without this comprehensive list of specifications the “Friends of OOB Ballpark” or even The Ballpark itself will be challenged to pursue and earn the awards available.

The Point Is the current Professional Engineering request of \$10,000 is woefully inadequate considering the potential investment for purposes of gaining tenfold returns on the cost of a fully adequate comprehensive Conditions Study. If The Ballpark is to be able to generate attractive “profitable” programming and have patrons coming back and spreading the word, the ballpark must have acceptable progress toward meeting its ADA challenges, general patron safety and asset security, efficiencies and appealing consumer accommodations to survive and excel in this very competitive baseball and entertainment industry environment.

This is your opportunity to take a definitive step forward on the behalf of OOB taxpayers and ballpark patrons in:

1. Identifying the capital investments needed by The Ballpark to keep it viable and safe.
2. Using this information to determine The Ballpark's future.

This might take a well written RFP that clearly describes the specifications for the conditions review and expected results to determine the investments' market cost.

Respectfully,

Bob Rings

Ballpark Commissioner

Ballpark Policies and Procedures

Marketing and Financial Research and Strategies

Long Range Business Planning

The following budget was to be considered but during the discussion the following memorandum was released and discussed by Guy Fontaine.

2015 Ballpark Repairs, Improvements, Maintenance

Council,

Last year the commission showed the residents of this town just how important The Ballpark is by bringing not just Baseball but a variety of events. This activity brought the Town of Old Orchard Beach to a whole new level in the area of recreation. This improvement and involvement had several very important impacts on the area.

Educational and development:

The Ballpark was the home field for our OOB High School Varsity Baseball team. This gave our team a chance to play on a Pro Field adding to the excitement and skill development. It showcases the Town to all the visiting teams and parents. We get many letters telling us how glad they are to be able to play in such a nice Ballpark with clean restrooms.

The Ballpark is also home field to two local Ball Teams, the AAU13 "Saco Bay Blue Devils" and the AAU14 "Maine Dirt Dogs". These comprise of all local kids, teaching them skills and providing them Summer baseball to improve their skills both in Baseball and in Life.

Our Home Major Pro team The OOB Surge will again, as was done last year, hold Baseball skills camps for children bringing family's from all over to enroll their children for one of the most exciting times.

Economic development:

Starting in late April the Ball Field begins having baseball games from the OOB High Varsity, AAU13, AAU14 and Men's Senior League. These activities bring in people from area towns and cities. During our surveys we have found that most will go downtown to have a meal and also purchase gasoline for the rides home.

Starting in June in addition to the above activities we have the BBQ and Brew Fest which brings competitors from all over the US as well as spectators numbering in the thousands. These competitors normally stay here 3 days, as this is a two-day event. Again this results in lodging, food and fuel purchases throughout our locality. At the same time we begin our Professional Baseball season. This year it will be 27 home games two of which will be double

headers. We anticipate these games will attract thousands plus visitors to each game. This will also result in many seasonal jobs and economic growth. Starting in the Fall we have already scheduled the Blues Festival Concert (Sept 5) a big hit last year and the Michael J. Fox Bike Ride that brought over 2000 people from almost every state in the union that spent between 3 days to a week here in OOB. The Ballpark also throughout the summer will host many other Baseball tournaments and social events making OOB the Best Vacation stop in New England.

As you know we lost the Raging Tide Collegiate Baseball team but we're incredibly lucky to have signed with the ECBL to have a Pro Team the "OOB Surge". They call OOB and the Baseball Park their home. This will bring 22 players and Ball Team Staff here to work and reside in OOB. If there was ever a time to invest in the Ballpark and show our commitment to the residents of OOB and Southern Maine it is now. You cannot allow this opportunity to once again slip through our hands.

I have been working hard to bring the Ballpark up the level it should be to attract more businesses and visitors to this beautiful Town. But we have much to do this year. I have attached a list of items and estimated cost that I feel are a must to get done for this year before we open.

Paint All Buildings. The work will be performed by Volunteers.

Estimated 25 Gal Paint	\$ 375.00
Brushes and Rollers	\$ 50.00

Pressure Wash Stadium cement. This will be done by Volunteers, need to purchase new Washer /Soap	\$500.00
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Replace Damaged Gates 3@	\$1000.00	\$3000.00
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Install High Speed Long range Router to stream games	\$350.00
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Repair infield, ad Clay, remove rocks	\$4000.00
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Install Infield watering system	\$ 500.00
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Install TV Screen for streaming games in the Concession Stand	\$ 400.00
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Install Metal roof over Concession cook area. Work to be done Volunteers	\$ 600.00
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Repair Ballpark Security Lighting, Replace (3) Non-working lights.	\$ 300.00
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Add safety Pad behind Home Plate To stop missed balls from bouncing back	\$ 325.00
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Install barriers between urinals in Men's

Room. This was a major safety concern
from Parents \$ 150.00

Total Need added to 2014 Budget. \$10,550.00

Ballpark Funding requirements until June 30, 2015

Employee wages:	\$7900.00
<i>Ballpark Managers</i>	
<i>Concession Manager</i>	
<i>Field Manager</i>	
<i>Electricity</i>	\$5000.00
<i>Water</i>	\$1000.00
<i>Repair of Light Pole</i>	\$9500.00
<i>Office Supplies</i>	\$200.00
<i>Phone & Internet</i>	\$400.00
<i>Field Prep for play</i>	\$3000.00
<i>Clubhouse repairs</i>	\$200.00
<i>Meeting advertising</i>	\$150.00
Field Care Boston Co	\$1027.00
Concession Stand Food & Beverage	\$3000.00
Total needed to start Season	\$31377.00

Bal on hand as of 02/28/2015	\$26,670.48
Expected Revenue from Surge	\$10,000.00
Needed funds until 6/30/15	<u>-\$31377.00</u>

Expected funds on hand June 30, 2015 \$5,293.48

When the budget was reviewed discussion continued on Guy Fontaine's request with questions about whether to address it in the remainder of the 2015 budget or rely on these changes in the 2016 budget where they had been addressed. It was determined, after long discussion, that it would be addressed in the 2015 budget with an adjustment in the 2016 budget.

EXPENSES

30414-50121 – Annual Stipend **\$12,000**

This account funds the annual stipend of the Operations Manager

30414-50103 – Seasonal Wages **\$14,000**

This account funds the seasonal wages for the following:

Fields Manager \$7000
Concessions Manager \$3500
Concessions Help \$3000
Event Help \$500

30414-50310 Service Contracts **\$ 1,500**

This will fund the dumpster and portable toilets – 1,500.00

30414-50400 Electricity **\$19,000**

30414-50401 – Water **\$ 1,000**

30414-50402 – Phone/Cellular/Paging **\$ 2,000**

GWI land lines
Cell Phone

30414-50404 – Networking / Internet **\$ 500**

GWI Internet Service

30414-50405 Heating Fuel Expense **\$1,000**

Concession Stand Propane

30414-50450 – Building Repair/Maintenance **\$1,500**

This will fund the following repairs:

Clubhouse repair \$300:

fire/smoke alarm

~~Stadium repairs \$300~~

~~Security lighting~~

~~Restrooms \$1400~~

Install dividers

30414 – 50452 Operating Equipment Repair **~~\$8,800~~ - \$2,100**

This will fund the following repairs

~~—Fence and gate repairs—\$3000~~

~~—Lighting Repairs \$5500—\$2,100~~

~~Scoreboard repairs \$300~~

The addressing of the budget requests for work to be done in the 2015 budget time frame, required the change in the amount allocated in the 2016 budget.

30414- 50500Admin/Office Supplies/Equip **\$ 200**

30414-50501 – Operating Supplies Expense **\$1,475**

This will fund cleaning supplies, paper supplies for bathrooms and concession.

30414-50509 Other Facilities Maintenance **\$1,000**

30414 – 50511 Grounds Maintenance ~~**11,800**~~ **11,500**

The addressing of the budget requests for work to be done in the 2015 budget time frame, required the change in the amount allocated in the 2016 budget.

This will fund:

Boston Co. \$3500

Marking paint \$1000

Clay for field \$4000

Turfacing \$3000

~~Back-stop padding \$300~~

30414 – 50522 Concession Expense **\$12,000**

This will fund the concession supplies for retail.

30414-50300 Professional Engineering **\$10,000**

This will fund the structural engineering costs.

NEW Sponsorship Expense **\$1,000**

This account will fund the expenses for sponsorship banners which will result in a new revenue generating opportunity.

TOTAL EXPENSES ~~**\$98,720**~~ **\$91,775**

REVENUES

30424-40510 Misc Revenues **\$ 500**

30424 – 40600 Transfer in From General Fund ~~**\$15,000**~~ **\$8,000**

The addressing of the budget requests for work to be done in the 2015 budget time frame, required the change in the amount allocated in the 2016 budget.

30424-40519 Telco Site Revenue	\$3,900
30424 – 40520 Advertising Revenue	\$2,000
30424 – 40802 Ballpark Donations Revenue	\$5,000
30424 – 40808 Ballpark Concession Revenue	\$30,000
30424 - 40810 Ballpark Field Rentals	\$5,000
30424 – 40811 Ballpark Souvenir Revenue	\$1,500
30424 – 40816 Men’s League Revenue	\$10,000
30424 – 40817 Special Events/Rentals	\$5,000
30424 – 40818 East Coast Baseball League Revenue	\$20,000
30424 NEW Sponsorship Revenue	\$1,500
TOTAL REVENUES	\$89,400 <u>\$92,400</u>

Comments were made during the discussion period in which the Ballpark Commission members encouraged the Council to recognize the amount of work and effort has been put into the Ballpark operations. Jerome Begart reminded the Town Council of the free labor and efforts that have been put in by all the volunteers, costing the tax payers nothing. The concerns that were expressed where the cost of upkeep to the Ballpark and the desire to get an accurate idea of the actual structural needs and the cost that would entail. Councilor Tousignant raised the concern that the \$10,000 for a structural engineer to give us an idea of the actual costs for upgrading and making safe and viable the stadium would be enough to actually tell us what is wrong. The other members of the Council seemed to feel the \$10,000 was worth the response to the RFP that is being written to cover the concerns and need for information of the Council to determine how to proceed with the Ballpark operation in the future. The Town Manager indicated he felt that amount was a good investment into determining what needs to be done and then determining how to proceed which will be up to the Town Council. Jerome Plante reminded the Council that they should look into insurance rates as a result of the work that has been done throughout the town which should lower the insurance rates.

FINAL CONSENSUS:

Town Council consensus to pay \$10,550 in repairs in FY15 (to be formalized in upcoming Council meeting) and reduce FY 16 transfer to Ballpark from General Fund from \$15,000 to \$8,000 (reduction of \$7,000). It seemed that the consensus was to take the funding out of

the Contingency Account Number 20118-50350 with a balance of \$124,400.

The Chair congratulated the Commission members for the superb work that has been done and wished them good luck for a successful summer series. He thanked those who came out to hear the presentation and now we move on to other budget considerations.

ADJOURNMENT:

The Chair called for an adjournment of the meeting at 8:15 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 eleven (11) pages is a copy of the original Minutes of the Town Council Workshop of April 1, 2015

V. Louise Reid