

## Chair's Report

July 2<sup>nd</sup> 2014

Our year as an executive and my first year as Chair.

In today's business world it is well known that the employees in any business are the businesses most important asset. This is also most true at the CMP. The personal committee (Rufus, Jane & Bill) have spent many hours researching, and producing documents for: Salary reviews, sick-time program, updated Job descriptions and performance reviews. Resulting in the implementation of: salary adjustments, sick time program, updated job description and a fair evaluation process, for the CMP manager and staff.

Marketing in today's world your business must have a presence on the web. How you appear on the web is the first impression your clients get of your business. Our goal was to replace the out of date website with a website that would be: modern design, easy for clients to find and maneuver, that was maintainable in house to keep the cost of regular updates to a minimum, that could be used to assist in marketing the complex, that could be used for communication for the park trustees and staff. This has been accomplished, keeping the same URL, [www.the-park.ca](http://www.the-park.ca). The consultant delivered training to maintain the site to; Tom, Paul Canney, and Bill. The Web Site has been used to keep Trustees informed with the password protected section of the site. This section will continue development as an information source keeping an archive of: meeting agendas, minutes, reports from the committees and manager as well as a record of motions. To date most of the updating of content has been done by Paul Canney. I have been updating the content in the password protected area. Only a fraction of the potential of the web sites is being used. The web site is a work in progress that will require input from all of us.

Marketing the complex. The one negative that we all have heard over the 45 year history of the complex is, Chester has the coldest rink in the province. Our challenge is to overcome this problem and image. We were getting by as a rink with cheap practice and game ice. Now that the market has changed with Bridgewater and Liverpool offer comparable rates in new warm buildings. In addition we have lost the triple AAA teams rotating practice and game ice times in our rink. This was largely due to the CMHA not being part of the amalgamation with Lunenburg and Bridgewater Metro area has also has been opening a number of new warm arenas making ice easier to find,. CMP has lost some market share for game ice, and is being looked at by Metro teams as cheap practice ice. As gas prices continue to rise, the savings the Metro teams get on ice in CMP are getting less attractive.

There is ever increasing competitiveness for ice in our geographical area. CMP was hands down the better ice surface of the four (Chester, Lunenburg, Bridgewater & Liverpool). Bridgewater and Liverpool both opening new (Warm) state of the art complexes. The CMP Complex is a 45 year old structure. Our building committee (Gordon, Michael, Andrew and Paul) and complex manager (Tom) have been faced with the challenges of not only maintaining structural and mechanical integrity of the complex, they must also keep the complex up to 2014 standards. The building committee have made great strides in the area of modernizing the complex, their accomplishments have been made with the full support of

the CMP trustees. Today's user groups have seen what others complexes have to offer, at one time it was only while away with spring hockey, but now it is in our own back yard with Bridgewater and Liverpool.

The CMP faces a large challenge of keeping the complex, to the trustees and the Arena Staff is to make the complex an attractive alternative to the metro arenas. We need to get back in the market of supplying game ice, with a comfortable place for families to sit while viewing their kids, spouse, and boyfriends/girlfriends practicing or playing. **We need to make the building warmer, including at ice level.** We need a heated viewing area that is on the same level as the kitchen and washrooms. When we have accomplished this we will need to promote it on the web in the papers, on the advertising board. Erasing the infamous 45 yearrepartition will be a very large undertaking that's time has come. We need to meet this challenge. What will the design be? What will this all cost? Where will the funds come from?

The kitchen will be updated with modern equipment, and will be capable of preparing quality and healthy menu items quickly. We are applying for a healthy choices grant, \$15,000 to assist in this upgrade. We would like to be able to lease the canteen/kitchen. This would take away the need to pay staff to work in the canteen. I believe the success of this venture may lie with the heated area construction.

I look forward to working with the 2014-2015 CMP Trustees, meeting challenges and sharing in the future accomplishments.

Your Chair

Bill Church