



Cumberland County

Board of Trustees Cross Insurance Arena

Cross Insurance Arena,
Portland, Maine

Meeting Minutes - Final

Meeting Location: Hall of Fame Lounge

Thursday, September 19, 2024

9:00 AM

Cross Insurance Arena
Hall of Fame Lounge
1 Civic Center Square
Portland Maine

CALL TO ORDER

The Board of Trustees met for their regularly scheduled meeting at the Cross Insurance Arena, the meeting was called to Order by Chair Tom Tyler at 9:06 AM.

ROLL CALL

Present: 6 - Vice Chair Jon Crimmins, Trustee Frank Clark, Trustee Lori Norman, Trustee Steve Woods, Trustee Tom Tyler and Trustee Sam Surprise

Excused: 1 - Trustee John Jamieson

NonVoter: 1 - Commissioner Susan Witonis

Additional Guests:

Michael Loconte, Oak View Group
Mark Eddy, Oak View Group
Peter Doyle, Oak View Group
Adam Goldberg, Maine Mariner's Hockey
James Gailey, County Manager
Katharine Cahoon, Cumberland County

NEW BUSINESS

1. [BT 24-006](#) Approval of the minutes, April 24, 2024, meeting of the Cross Insurance Board of Trustees

A motion was made by Vice Chair Crimmins, seconded by Trustee Clark, that this CIA Trustees' Agenda Item be APPROVED. The motion carried by a unanimous vote.
2. [BT 24-007](#) Update from the Maine Mariners

Maine Mariners Sales VP Adam Goldberg shared that the opening game of October 18, 2024 and a following game on the 19th. There are seven home games and a lot of planning has gone into the first part of the season. The current number of FSE is 1,400 and revenue has doubled. There are some transitions to the Dexter Paine group, a new addition is a Director of Finance, and all other internal operations such as IT and HR have been outsourced using local vendors. Eaton Peabody Law Firm is a sponsor and will provide legal

services for the group. The Maine Mariners will continue to be supported by Comcast for the next 6 months until the transition is final. Chair Tyer asked when the agreement would be finalized, VP Greenburg stated that the agreement is complete at the end of September pending final approval from the ECHL. General Manager Mike Loconte (GM Loconte) asked how the black and gold colors for the specialty jerseys will be determined? VP Goldberg answered that it's a strategic decision, auctioned monthly, the 3rd jerseys are done every Sunday. GM Loconte asked about the seats tarped over, VP Goldberg stated that they are sponsored, there is minimal tarping for school days. The marketing will be revisited in next season.

This CIA Trustees' Agenda Item was READ INTO THE RECORD.

3. [BT 24-008](#) Acceptance of Financial Reports for the months of March through July 2024.

Referred to page 41 that there were 125 events for the year and a budget loss but then a \$782,000 net income. Popular events were Cooper Flagg, Mackenzie Holmes and several comedies. The goal was to have events return, the tattoo event and the Comic Con decided not to return due to reduced spaced needs. GM Loconte explained that that is the draw back to having new events as they sometimes decide not to return. The Death Cab for Cutie show was very popular, it was anticipated to generate \$2.7 million and brought in \$3 million. The stated goal for the number of shows for Fiscal Year 2025 remains 100 but management's goal is to exceed 125 shows.

GM Loconte continued, page 50, the Arena shut down to allow for the new Hockey Safety System in July 2024. The new system is acrylic and shatter resistant, it's higher and offers more protection for the audience. The change over for removing the new glass system is a lot faster. The benches and penalty boxes are now on the correct side after 40 years. For income, the Arena was shut down for July, but in August and September there is a small amount of income generated.

This CIA Trustees' Agenda Item was APPROVED.

Yes: 6 - Vice Chair Crimmins, Trustee Clark, Trustee Norman, Trustee Woods, Trustee Tyler and Trustee Surprise

No: 0

Absent: 1 - Trustee Jamieson

4. [BT 24-009](#) Acceptance of Events Reports from March through June of 2024.

Chair Tyler asked if there were upcoming larger shows, GM Loconte stated that there is a Broadway show, Book of Mormon, that could lead to other Broadway shows. Mercy Me is almost sold out. Tom Segura was successful and led to the opportunity of Sebastian Maniscalco, one of the biggest names in comedy and they're expecting strong sales for the show in March 2025.

GM Loconte went over pages 112 and 114 in the Agenda Packet. He stated that staffing has been an ongoing issue and there are 6 or 7 recent hires as a result of their hiring fair but needs at least 15 to 20 more people. They recently hired a

new box office second manager, Jennifer Fernandez, who is a previous ticket box office manager and has a lot of experience.

This CIA Trustees' Agenda Item was RECEIVED AND FILED.

5. [BT 24-010](#) Presentation of the General Managers report and update on capital projects.

A motion was made by Trustee Clark, seconded by Trustee Norman, that the CIA Trustees' Agenda Item be APPROVED. The motion carried by the following vote:

Yes: 6 - Vice Chair Crimmins, Trustee Clark, Trustee Norman, Trustee Woods, Trustee Tyler and Trustee Surprise

No: 0

Absent: 1 - Trustee Jamieson

6. [BT 24-011](#) The County Manager will provide an update on the Arena contracts and operations.

For Capital projects, GM Loconte pointed out the new Marquee that is in the southeast corner of the building. The clarity is fantastic and it has a lot of potential. Stone Mountain Audio completed the upgrade to the infrastructure of the existing sound system. The improvements allow the system to be operable with an ipad. The next phase of the audio improvement project is to replace the speakers. The final capital improvement project is to replace the Wifi, it's 10 years old, it needs new access and some updated components.

GM Loconte listed upcoming shows which included Nitro Circus a motocross event, The Price is Right Live, Blue Man, a private event, Hot Wheels, Mariners, Mercy Me Christmas Show, Joy Coy, Basketball games, Disney on Ice, Cirque Du Soleil, and Umaine Men's and Women's hockey all scheduled until the end of December. There are some events on hold which include a rock concert, a country show and some Live Nation Shows that are all pending.

Chair Tyler asked if Fluffy, Gabriel Iglesias, would be returning, GM Loconte stated the contract was close to be finalized but could potentially be returning in March.

This CIA Trustees' Agenda Item was APPROVED.

TRUSTEE COMMENTS

The Trustees thanked General Manager Loconte for his hard work.

EXECUTIVE SESSION

7. [BT 24-012](#) The Trustees will go into Executive Session pursuant to 1 MRSA Section 405(6) (A) to discuss the annual evaluation of OVG360, the Arena's management company.

Time Into Executive Session: 9:46 am

A motion was made by Trustee Norman, seconded by Vice Chair Crimmins, that

the CIA Trustees' Agenda Item be APPROVED. The motion carried by the following vote:

Yes: 6 - Vice Chair Crimmins, Trustee Clark, Trustee Norman, Trustee Woods, Trustee Tyler and Trustee Surprise

No: 0

Absent: 1 - Trustee Jamieson

Time Out of Executive Session: 10:15 am

A motion was made by Vice Chair Crimmins, seconded by Trustee Norman, that the CIA Trustees' Agenda Item be CONCLUDED. The motion carried by the following vote:

Yes: 6 - Vice Chair Crimmins, Trustee Clark, Trustee Norman, Trustee Woods, Trustee Tyler and Trustee Surprise

No: 0

Absent: 1 - Trustee Jamieson

8. [BT 24-013](#) Approval of the Management Fee of \$118,643 for the Oak View Group 2023-2024 Management Fee Incentive (Added in Session)

A motion was made by Trustee Norman, seconded by Vice Chair Crimmins, that the CIA Trustees' Agenda Item be APPROVED. The motion carried by the following vote:

Yes: 6 - Vice Chair Crimmins, Trustee Clark, Trustee Norman, Trustee Woods, Trustee Tyler and Trustee Surprise

No: 0

Excused: 1 - Trustee Jamieson

NEXT MEETING: To Be Determined

The Trustees discussed when they would meet again to discuss renewing the contract with the Maine Mariners and the Oak View Group Management contract renewal in March of 2025. The Board of Trustees agreed that the contract subcommittee, consisting of Trustee Tyler, Trustee Surprise, and Commissioner Witonis and County Manager Gailey, would look at the contracts for both renewals and report back to the Board.

ADJOURNMENT

With no other business to discuss, the Board of Trustees adjourned at 10:20 am.