

MINUTES

Cecil County Board of Parks and Recreation
Cecil County Administration Building
200 Chesapeake Blvd, Elk Room
Elkton, MD 21921

October 21, 2013

OPENING: 6:15 P.M.

- Call to Order: Don Harmer, Chairman
- In attendance: Don Harmer Chairman, Bernie Brown, Matthew Morris, Jennifer Smith, Clyde Van Dyke Director, Cindy Cantor Superintendent, Danielle Hemling Recreation Coordinator, Ella Briones Administrative Assistant, Councilman Dunn, Ex-Officio, Mario Gangemi – Parks 501c3, Mark Guns – Parks 501c3
- Approval of Meeting Minutes, September 16, 2013
Motion to Approve: Bernie Brown
Second: George Raley

INFORMATIONAL ITEMS

- Sports Tourism and Marketing – Terry Hasseltine, Director of the Maryland Office of Sports Marketing

PUBLIC COMMENT/QUESTIONS

- Are there any public/private examples of facilities in the state?
 - Yes, there is a lot of discussion on public/private facilities from a venue development and business standpoint. The dialogue is there with the next gubernatorial election in Maryland. There are a lot of opportunities out there.
- We've heard a lot about amateur athletics, what about Preakness, is it losing favor?
 - No, Preakness is on the rise. It is the most valuable part of the Triple Crown because it is the 2nd event. We are trying to add more public events surrounding Preakness.
- How do you focus on what your niche will be? What are the elements we should be focusing on to grow our center?
 - This can be answered in a lot of ways. What is really unique and interesting is how open the concept plan is. There's no major obstruction facility which means more green open linear space that can be used in multiple ways. Outdoor adventures, cross country, biking, extreme sports, etc. This leaves it open to a vast array of diversified use. I see it as a true mixed use space. There is a way to merge this in creating a brand that is Cecil County through sports. It doesn't have to be your traditional linear sports.
- We also have the challenge with the tolls.
 - From the Northeast through the Mid-Atlantic we use the toll as our marketing campaign, "Stop here, you've gone to far."
- What do you feel is the first good stop toward getting things started?
 - Step 1 is the land, which you have already purchased. The next step is to figure out what Phase 1 might be and what the right growth pattern of the space may be. The question will have to be asked, "Where can we promote this to get the quickest return?". The facility should pay for itself in 8-10 years maximum. It will most likely be 5 years if built, booked and managed with 8-



12 tournaments to start out. We can look into creating an alliance, maybe the Northeast Maryland Amateur Sports Alliance to include Harford, Cecil, Baltimore and Kent counties.

- We are working on a non-profit organization to do the fundraising, what are your thoughts?
 - SAM-Soccer Association of Maryland is a good source for non-profit questions. I'll put you in touch with the organization.

- If well managed in 5 years, with a \$7-9 million build out, we will have a self maintaining, self funding facility that will produce revenue to expand the park. Couldn't that be set up to have no government funding after a certain point of time?
 - One thing to always keep in mind. You always want some type of government buy in. If they are engaged in the project from the beginning, even when self sustained, they will be advocates for other projects that come online. There should always be a government connection.

- Do you provide any help with hotels and restaurant to help them get up to speed with what they need to do to accommodate tournaments?
 - We bring hotel communities together to understand the nature and culture of tournaments. There is also a level of expectation from the hotel back to the patron such as what is acceptable behavior within the hotel.

Motion to Adjourn: Jennifer Smith

Second: George Raley

Meeting Adjourned: 7:25pm

Next Meeting: to be held Monday, November 18th at 5:30 pm, at the Cecil Arena, 2706 North East Road, North East, MD.