

CIIC Board & Team Meeting

May 20, 2015

CIIC Board members present: Dianna Aucutt, Ben Cohen, Frank Aversa, Jennifer Rollo, John Yokoyama. Howard and Janene Wasserman were unable to attend as they were out of town on family matters.

Netzel Grigsby representatives present: Steve Willmont, Becca Merrell

Dianna answered questions regarding the two site options available for the new rink.

Site Selection: Both facilities will hold two sheets of ice. Specific details regarding the location cannot be disclosed at this time, as nothing is finalized. However, things are progressing quickly and we hope to start retrofitting one of the buildings by December.

Option #1: This location is within 5 miles. The rink will be housed with other businesses, in a similar situation to our current location. It is estimated it will take approximately \$5 million to retrofit and outfit this building. A benevolent benefactor is assisting CIIC in this option.

Option #2: This location is also within 5 miles. The estimated cost of retrofitting this building is under \$5 million.

Business Plan Update: Presenter Bell Honnef shared that the business plan was difficult to revise as at this point we are not certain of the particulars. We are still working on pulling everything together.

Those present broke in to groups to continue working on marketing/community events and communication plans.

The rink is entered in to the Ventura Unified School District Summerfest and is looking for volunteers to work the event.

We will be holding a Menchie's frozen yogurt fundraiser June 5,6,7 and June 20, 21. Flyers will be sent out via e-mail. All you do is present a flyer at Menchie's in the Collection and the rink will receive 25% of the sales

A fun Skate Night is in the works for July and plans are coming together.