

Major Events Meeting  
3.23.23

In attendance: Chief Chuck Dobson (LP Police), Derek Doty (Town of North Elba supervisor), Butch Martin (Town of North Elba Park District), Kevin Leveille(Summit Lacrosse), Eric Chapman(Can/Am Hockey), Tim Seymour(LPCSD), Ashley Murphy(Summit Lacrosse), Paul Crowley(Canadian Hockey Enterprises), George Leveille(Summit Lacrosse), Ashley Walden(Adirondack Sports Council), Ericka Moody(Can/Am Rugby), Darcy Norfolk(ORDA), Glen Forbes(Canadian Hockey Enterprises), Greg Borzilleri(Lake Placid Marathon) Lori Martin(LPHSA), Vero Piacentini(ORDA), Liz Mezzetti(ORDA), Jackie Kelly(Village of Lake Placid), MJ Lawrence(ROOST), Jim McKenna(ROOST)

Overview:

There have been talks about getting larger sports events together to talk about successes and challenges for the communities and organizers. In 2019, work was started on a destination management plan. The process identified a need for an Events Council.

George: Has always been a big advocate of an events management plan. It engages community, highlights economic benefits. Noted a need affordable housing for staff to run events. Is active in trying to engage with community, engagement planning is a must.

2020 was a summer of no events and it started a lot of talk in the community about want/don't want them back. ROOST worked with IRONMAN to make the event a better experience for community and participants by creating a task force for the event. An economic impact of the horse shows, IRONMAN, and lacrosse events was done recently. Reports should be available soon.

Lori: Thinks events can collaborate for umbrella expenses (such as portable toilet rentals). Also noted that people miss the smaller, family friendly events.

Paul: Noted that sponsorship is missing from local businesses. Communication is lacking and businesses don't know who is in town. He has community driven ideas for give backs to Lake Placid residents.

Glen: Need to reestablish business after not being in area. One issue has been hotel space. Asked about any expansion on lodging.

Jim: Doesn't see more hotels coming. Need to begin looking to "right size" the event to fit community.

Paul: Said a lot of hotels didn't want to package. This causes a lose of authority for organizers over controlling issues. Brought up a possible meeting with hotel owners.

Ashley M.: Thinks organizers have a lot in common and feels there is strength in numbers. Interested in working together to help community. Also sees a big opportunity to resell event participants to come back as non event visitors.

MJ: Reminded that businesses that have a direct impact from events have a different view than the average citizen.

Ericka: Noted that rugby has put a lot of effort in to give back to community. Have stricter rules and have worked hard to provide a good vibe for the event. Happy to share the experience they have with working to create better relationships with communities.

Eric: Looks forward to this group being able to work together to see if there are efficiencies could use collectively as well as better understand how much to integrate into communities. Question is how can we work together to be good stewards to the community. What we have in Lake Placid is unique - how can we best take advantage of that and how can we best protect that?

Greg: On the sustainability side - what if we had a contract with Casella to waste removal, recycling, etc? There is a single source for all events. Feels events have evolved and become better community members, going in the right direction. Noted that Lake Placid Marathon gives back to a human charity and an animal charity from registration fees.

Jim: The DMP talks about a dedicated add on for give back. This would come from all events.

Darcy: ORDA has 50 more events this year than past years. Looking forward to collaborating and making sure events fit community. Currently working with other on a master events calendar. Lack fixing real issues, need to address economic issues and growing pains - speaking to housing and quality of life.

Liz: Agrees that it would be nice to bring hotels together to hear their side to understand ebbs and flows regarding packages, lodging.

Tim: From the school perspective the great paradox is that tourists often avail themselves to things that locals at times cannot and it causes feelings of enmity towards a certain population. We want to establish the mantle of the center of community, which is the purpose of the Community Schools program that has launched last year. The school has been providing free adult classes, field trips for students, and other programs to enrich the lives of community members. On a micro level there are things that can be done, such as free events sponsored by the large events, scholarships for local families.

Ashley W.: Wrapping up University Games, a lot of benefit there. Throughout planning, looked at what other events had done with the community and incorporated those aspects in giving back. It is important to give back to the community in every event Sports Council hosts.

MJ: Many times we do not share what we as organizers do give back. Should be a main objective of this group to talk about where/when to provide information.

Chuck: Feels every group represented here has had great communication with police department. Everyone has been available if something came up. Appreciates all relationships.

Derek: An initiative the town has taken is on volunteers. Population is declining, number of volunteers diminished. Since COVID, sees a new resurgence in community. Town has made an active effort to bring back the Lake Placid Sports Council to recruit volunteers to help with all town oriented events. Proud to say we want to move from being a good sponsor to being a better participant. Your success is our success.

Butch: On behalf of park district, continue to support events. Felt great this winter to have everyone back, felt like a rebirth. We are here to help and promote.

MJ: It was great to hear from everyone and their positions. ROOST supports all the events and tourism, part of our destination management is to balance tourism and events with the community needs.

Next steps:

Pull out 3 or 4 topics for meetings

Hotel talks

Give backs

Meet once a month - except during summer.

Each event provide a bullet point of one or two items specific to them. Google Doc