

Major Events Meeting
5.11.23

In attendance: Butch Martin (Town of North Elba Park District), Eric Chapman(Can/Am Hockey), Tim Seymour(LPCSD), Ashley Murphy(Summit Lacrosse), Paul Crowley (Canadian Hockey Enterprises), George Leveille(Summit Lacrosse), Cam Moody (Can/Am Rugby), Darcy Norfolk(ORDA), Glen Forbes(Canadian Hockey Enterprises), Greg Borzilleri(Lake Placid Marathon), Jackie Kelly(Village of Lake Placid), MJ Lawrence(ROOST), Jim McKenna(ROOST), Jenn Webb (Golden Arrow), Art Devlin (Village of Lake Placid), Mike Pratt (ORDA), Matt Kuzniar (Can/Am Hockey)

Hotel Discussion:
(Only Golden Arrow able to attend)

Jenn realizes that a challenge for event in dealing with multiple hotels is that it also means dealing with different policies, experience levels and expectations. Jenn noted that the lacrosse organizers vitiated the hotel, met with front desk staff and provided a direct contact. This was very helpful.

On the hotel side, Jenn said she could not stress enough how important it is to have the contact information for guests ahead of time. This allows hotels to contact each guest directly with the expectations prior to arrival.

Jenn also reminded everyone that hotels experienced a long break from large events and that everyone is a little out of practice. Some of the challenges will get better over time.

Paul agreed with the sentiment that everyone is out of practice and that it includes event organizers and participants. He also noted that his preference with working with hotels is to have packages over a la carte as this allows the organizer to have more control over participants and correcting issues that arise.

Ashley asked if a list of hotels and best contacts could be sent to event organizers. MJ agreed that this could be done. MJ also suggested a possible mixer for the hoteliers and event organizers to get to know one another.

ROOST and ORDA are working together to create a robust event calendar.

Community Support Discussion:

There seems to be support for all event groups to come together for a larger community giveback. DMP does speak to collective fund for give back.

Community Day is June 4th. This is a great opportunity for event organizers to meet with community members. Organizers could set up tables and talk about how they support/give back to the community.

Tim mentioned that one focus at Community Day is to promote the summer reading program at the public library. Supporting this effort could have a sizable impact on the community. Another way to help give back is through Community Schools. The school district is also trying to create a new food pantry and thrift shop, there are scholarship endowments through Adirondack Foundation and the Educational Opportunity Fund is raising money to keep the 5th grade trip going for years to come - there is no shortage of opportunities to help area families.

It will be important to promote givebacks to the public, whether this be a press release, quarterly newsletter, social media postings. There are already many good things happening, but no one knows about them.

Community Day: June 4th, 1-4pm. Email Catherine Ericson for further information.
catherine@roostadk.com

Mixer with hoteliers and event organizers. Email Kristin if interested.

Action Items:

Circulate hotel contacts
Ashley will start a Teams communication channel for group
Event Calendar
Share social media handles

Next meeting: June