

SPECIAL COMMITTEE ON BASEBALL/CIVIC CENTER

July 1, 2025 at 5:00 PM

Chairman Morgan called the meeting to order.

The Clerk called the roll.

Present: Aldermen Morgan, Vincent, Kantor

Absent: Aldermen Fajardo and Goonan

Messrs.: T. Fisher

1. Discussion with Taylor Fisher, General Manager of the New Hampshire Fisher Cats.

Chairman Morgan stated Taylor thank you for being here. This is your welcome to Manchester. You have been here awhile but we wanted to ask you here so we could introduce you to the world of Manchester and tell us the great things you are doing with the Fisher Cats. We have 15 minutes so you can take as much time as you want. If we have questions, we will ask but I now turn it over to you.

Taylor Fisher, General Manager, NH Fisher Cats, stated it is nice to meet everyone who is here. Tomorrow actually marks eight months with the Fisher Cats. A little bit about myself, I was born and raised in Merrimack, MA so about 45 minutes away from here. I came to Fisher Cats games 20 years ago; a handful of games growing up. Then I started my career in baseball. This is year 13 working in baseball for me. I bounced around. I was in Massachusetts and then up in Maine and then in Maryland for a couple of years. The past eight years I was in Nashville with the Triple A affiliate of the Milwaukee Brewers. I was there for a while more on the sale side of things. I met my wife down there. She is from Milford, CT so we are just two New Englanders who happened to meet down in Nashville. We started our family and bought our house and set down roots there. This opportunity came out of nowhere. You may or may not know that our new ownership group closed on the team last February. They reached out just to introduce themselves to me because they were looking to introduce themselves to people who had worked in baseball for a while. We got to talking and they said did you know the GM position is open in NH and I said no did you know I am from Massachusetts and they said no. We said we need to talk about this a little more. I was kind of at a point in my career where I was ready for the challenge of becoming a general manager and being able to do it back home and bring my family back home...we have two little kids, a two-year-old and an eight-month-old. I have been here eight months and he is about to be nine months old so he was born right before all of this happened. It was an opportune time to come back home and raise our family and take on a challenge. It was a crazy full circle moment. Opening Day was like a pinch me moment being able to run a team that I came to see 20 years ago. It was just really special. I am obviously very invested. We moved to Chester a few months ago and are settling into the Granite State officially. The housing market is a little crazy but that is a different story. For the last eight months I have been working hard to make a positive impact with the Fisher Cats. We have been around 20 years but I keep telling

everybody in the community I am meeting with and the Mayor and our sponsors and everyone that I just want the next 20 years of the Fisher Cats to be even better than the first 20 years. I just want to continue to build on that. I am not going anywhere. My wife said once we move back to New England we are not leaving so I am in it for the long haul and really excited about what we have going here.

Chairman Morgan stated it is hard to believe it has been 20 years. Do you want to tell us a little bit about promotions coming up and how attendance is doing?

Mr. Fisher responded we are doing great so far. April and May were a little brutal with Mother Nature. She really took a toll on all of minor league baseball. We had a handful of rainouts but everything has been awesome. One thing we always leaned on in Nashville was trying to improve every aspect of the fan experience. I have used these eight months to get all of the feedback – good, bad or indifferent. I would rather hear it so I can improve on it. I brought in new food offerings and came up with new promotions. As you are aware, we are the Blue Jays affiliate but today we are celebrating the 50th anniversary of the greatest game ever played. We have some players from the 1975 Red Sox team at the ballpark right now. Our gates just opened five minutes ago. We are celebrating them and they are throwing out the first pitches and doing meet and greets with fans. We are just trying to do lots of different things. July 3 and 4 are the biggest nights in baseball in general. It is just quintessential America and on July 3 we will have an amazing crowd with a huge fireworks show. From my side of things, I am evaluating every aspect of the business to figure out what we can continue to improve on. We have already started our 2026 planning. I have a lot of big ideas and I am really trying to bring them to fruition. We have some really exciting stuff coming up after the season. All I can say is I hope you are free in October to do some stuff with us. That is all I can say. We have a lot in the pipeline and I want to make sure, like I said, that the next 20 years are amazing.

Chairman Morgan stated for those who may not know, can you let us know the ticket prices and how they can get tickets, etc.

Mr. Fisher stated there are a lot of different initiatives where kids can get free tickets. Our reading challenge, for instance, is one of the biggest promotions we do. We partner with all of the schools open to doing it in Manchester, all of NH and even some in northern MA where if a child reads five books they get two free tickets to a game and we pick out what we call our reading challenge games. So you get two free tickets to the game and if family want to come with them they can buy extra tickets. Tickets are as low as \$9. Our most expensive tickets are the suite tickets and those are \$37. That is not too shabby. You can't get very far with \$37 at Fenway. We are continuing to focus on family friendly affordable entertainment for people in Manchester.

Alderman Kantor stated welcome back to NH. The amazing family events you do are unbelievable so I am looking forward to the next 20 years. How can businesses get involved? I know about 15 years ago Chill Spa would do free glitter tattoos and it was great for the kids. How can other businesses participate?

Mr. Fisher responded businesses can get involved in a multitude of ways. A lot of businesses do company outings with us and they book suites for games or big blocks of

tickets. We have hospitality options. We have a ton of partnership opportunities like if you come to a game you can see that the outfield wall has a bunch of different branding on it. Companies sponsor giveaways or like you mentioned companies will come out on the concourse and interact with fans and kids. For our STEM days, a bunch of our partners who are in the STEM fields will come out. We were getting demos of solar powered robot lawnmowers which is like a Rumba for your yard. There were wild inventions that we and the kids got to see and learn about. When you come out to a game yes there is a baseball game going on but not everyone is a baseball fan. I am not naïve enough to think that even everybody in this room is a baseball fan but I want to make sure that you all want to come out to a game and how can I do that and how can our staff do that? What different ways can we get people involved? That is why STEM day is a big day. Not all of those kids are baseball fans and not all of them are school fans but when you come out to a game and learn STEM a different way while watching a baseball game, it makes it a lot more interactive and fun. We are just trying to hit all of the different points. There are a zillion different ways companies can get involved and we are always looking for additional corporate partners and people who want to invest in the experience. We always say we are NH's team. We are the only professional sports team in NH so we want to make sure that we obviously have great support from Manchester and the greater Manchester area but we are always looking for more. We will never say no to more support.

Alderman Kantor asked what is the best way to connect with someone to do that.

Mr. Fisher answered you can certainly call me. If you just email info@NHfishercats.com or tfisher@NHfishercats.com, I would be happy to have a conversation.

Alderman Kantor stated thank you for all you do.

Chairman Morgan stated thank you for being here. Are there any exciting things coming up outside of baseball that you can or cannot talk about? I don't want to put you on the spot but I am.

Mr. Fisher responded outside of saying I hope you all are free in October, that is all I can say. October is going to be fun. I do have a lot of big ideas like I mentioned earlier. My goal in these next 20 years is I want to blow the doors off of Manchester. I have said that to many people in this room and many people in this city. I am not afraid to do bold things and I am working really hard to bring that to fruition and really kind of wow the city. It takes a lot of hard work and you have to have the right people on the team and the right support. I just promise that there is a lot of cool stuff coming down the pipeline that I can't talk about but I promise you we have some cool things in the works.

Alderman Kantor asked will you be having concerts.

Mr. Fisher answered that is always on the radar. Kind of big picture, Diamond Baseball Holdings owns 45 of the 120 minor league baseball teams. As a result, it allows us to do so much more than a traditional single owner, single team set-up. We have a VP of Special Events at Corporate. Her name is Heather Colimer and her job is to work with every team in the portfolio to try to bring in regional things or traveling acts. How can we as a portfolio go to these larger opportunities and say hey you can come to these

five locations or these 45 locations or anything in-between. There is a lot of that going on and the rest of minor league baseball doesn't really have that opportunity. That is where a lot of these exciting conversations are going on because we have a lot of power on our side and leverage to say we have 45 businesses owned by one entity; 45 different businesses where you can get into the markets or do an event. That is all I will say about October. That is where October comes in but there is a lot more in the works related to that.

Alderman Kantor stated that is super exciting and a little shout out to Shiloh Moore who did a fashion show during the Covid shutdown right on the field. It was amazing.

Mr. Fisher replied we are open to all of that. Coming from Nashville, their ballpark is 10 years old so we always had stuff going on and the goal is to build that portfolio here. The goal is to make Delta Dental Stadium an entertainment venue that happens to have a baseball team that is playing there. There are 69 home games and that is 296 other dates that the ballpark can be utilized in other ways. We have walks and 5K's. We just had the NHIAA state championships there a couple of weeks ago. We are always trying to build on that portfolio and be really open to a wide variety of things. We will never say no to a conversation to get creative.

Chairman Morgan asked where can people get tickets.

Mr. Fisher answered NHFisherCats.com is where all the information is. We are home today through Thursday before we get into the All-Star break and a road trip. Come on by for our mega blast on Thursday with a big fireworks show after the game.

*There being no further business, on motion of **Alderman Vincent**, duly seconded by **Alderman Kantor**, it was voted to adjourn.*

A True Record. Attest.

A handwritten signature in black ink, appearing to read "Matthew Normand". The signature is fluid and cursive, with a long horizontal stroke at the end.

Clerk of Committee