

**CIVIC CENTER COMMISSION
MEETING MINUTES
November 17, 2011**

Attendees:

CCC Members: Chairman Fran Paquette, Commissioner Scott Najarian, Commissioner John Budd, Commissioner Ed Pietrewicz

City: Tim McGourthy, Heather Gould

SMG: Sandy Dunn, James Moughan, Julia Iorio

Minutes Prepared by: SMG

Absent : Commissioner Joe Capone

1. Call to Order:

Chairman Paquette brought the meeting to order at 12:15pm.

2. Acceptance of the Meeting Minutes – October 20th, 2011

Commissioner Budd motioned to accept the minutes from the October 20th, 2011 meeting; seconded by Commissioner Pietrewicz. (4 yeas, 0 nays) *Motion passed.*

3. Rent Credit Request – N/A

4. Major Projects – Heather Gould / Tim McGourthy

Chairman Paquette welcomed back Heather Gould from maternity leave. Heather provided summary of the morning's Phase I Architectural Meeting with A.E. Co (formerly Ellerbe Beckett) & Sasaki Associates. Commissioner Capone and Pietrewicz were in attendance, as well as SMG staff. The focus of discussion was the construction for the Foster Street side of the facility with even more in depth talks of restroom expansions i.e., "water closets", which could be utilized by either gender depending on the demand during events. Additional discussion took place regarding retail space on the exterior corner of Commercial and Foster Streets with an interior component to be offered to patrons during events. Dunkin Donuts has expressed interest for a "Dunkin Express" concept - coffee and limited menu. The architects hope to have a schematic design available to present at the December Commission meeting. Chairman Paquette asked if the process would be to bid the contract. Sandy Dunn stated that it would likely be a negotiation not a bid process and will keep the Commission apprised as it develops further. Commissioner Pietrewicz reminded the Commission and SMG to consider Digital Federal Credit Union and their concerns for retail signage on the outside of the facility. Commissioner Pietrewicz also stated that security cameras are still being discussed and possibly if the DCU Center could work in conjunction with the hospital and the courthouse, there may be opportunity for government funding for the units.

Boilers for Conventlon Center –

Heather reporting for Rick Trifero on the Boiler Project stated that the project is on budget and ahead of schedule. Completion of the project looks to be next week if not earlier. Heather also stated that the curb cuts are in line, however with asphalt companies beginning to close for the winter months, is not sure if this will be delayed until Spring, but will continue to push to see if can get completed. Finally, the roof leak will definitely be repaired. Commissioner Budd inquired about the status on the solar power opportunity. Tim McGourthy explained that is was decided that the cost of the project did not justify the savings over the 20 year period. This may be looked at again down the road, but has been put aside for now. Mr. McGourthy reported to the Commission that the current expenditure figures for the Master Plan Project are incorrect. The numbers look to be overstated, the carpet and the marquee figures, both high. Heather is now reviewing with the budget office to correct the figure.

Chairman Paquette inquired what had transpired at the first architectural meeting with Sasaki. Tim McGourthy responded that Sandy Dunn, Paul Moosey, Joe Capone and Ed Pietrewicz were all in attendance at this initial meeting which focused on the direction of the design work, timing, and accurate schedule of the project. Sandy requested that Sasaki provide all updated information to the Commission in December for official record and all members were not present at each meeting. Specifically, the updated timeline should be reviewed with the entire Commission – this noted a construction start date of summer 2012 with a completion in the summer of 2013.

5. SMG Reporting

a. Monthly Highlights (Sandy Dunn)

Concert activity has been strong and still looking to announce a few more for this year. Rammstein has recently announced their Worcester play (limited US tour), Lady Antebellum for May 2012, and also country artist, Blake Shelton. We are certainly well ahead of last year in concert bookings. A Thanksgiving Day Newspaper Wrap sample was provided along with an Opening Night Worcester Sharks Chocolate Lollipop for each Commissioner. Sandy briefed the Commission on the cancellation of the Boston Pops in December due to the lack of ticket sales. The promoter was encouraged to consider the Hanover Theater for the future. Though the economics would require a much higher price, the potential number of attendees seems to have reduced over the years while there still may be a niche audience willing to spend for this high quality event.

Commissioner Paquette read in the newspaper about a “brown out” during a recent Sharks game. Sandy explained that with the new electrical vault and parallel lines for immediate switchover, when a power loss occurs it is restored quickly. National Grid reported that the issue was the fault of an animal gaining entry to a transformer on the line. Sandy also reported significant restroom issues during the past weekend due to a grease problem in the sewer lines. Department of Public Works responded quickly to the problem and it was resolved. The events were able to continue to operate by utilizing the arena restrooms. Commissioner Pietrewicz motioned to have a thank you letter generated from the Commission thanking the DPW for their immediate response; seconded by Commissioner Najarian. (4 yeas, 0 nays) Motion passed. Sandy Dunn to provide additional detail for letter generation.

With the NBA lockout, Sandy Dunn encouraged attendance for the Men’s Holy Cross / Boston College Basketball matchup tomorrow evening, Friday, November 17th. Commissioner Paquette recommended that SMG pursue a potential Pre-Season Celtics game if the lock out is lifted.

b. Sales Report (Jim Moughan)

- Operational Services Division is a contracted state trade show that will encompass 100% of the facility in May 2012
- Veteran’s Day Ball - 500 attendees that looks to be an annual event now at DCU Center, despite being booked at Union Station.
- Jane Doe, Inc. – Women’s Shelter Conference stemming from the Boston area
- N.E. Livery Association – Had a successful first event here and is looking for our facility to be their home site.

c. Financial Statements – September 2011 (Julia Iorio)

- Net budget was \$310,000.00, with budgeted amount for the month at \$226,000.00.
- Convention Center was extremely busy, especially with banquet components, leading to a record month of \$300,000.00 in sales for Food & Beverage.
- Year to date is coming in better than budget and better than last year’s figures.

6. New Business

Commissioner Pietrewicz had commented before that the cement pylons along the plaza could be utilized to promote upcoming events. Sandy noted that these are available for commercial advertising sale and would review the feasibility of the Commissioner's suggestion.

7. Dates and Time of Subsequent Meetings

December 15th, 2011

DCU Center Conference Room - 12 Noon

Commission Pietrewicz moved to adjourn the meeting; Seconded by Commissioner Najarian.
(4 yeas, 0 nays) *Motion passed.*

Meeting Adjourned – 12:40 pm



CIVIC CENTER COMMISSION
MONTHLY HIGHLIGHTS
December 15, 2011 Meeting

FINANCE AND HUMAN RESOURCES DEPARTMENT

- ***New Staff*** - Ed Bonelli was hired in the position of Accounts Payable Coordinator. This position has been reclassified to a part time status on a trial basis as a potential area for savings.
- ***Calendar year-end*** projects have begun. Holiday schedules were determined, turkey distribution to full time employees for Thanksgiving, and vacation balances reviewed for year end.
- ***Benefits open enrollment*** webinar training was conducted by SMG. Health insurance costs have increased just under 10% for the upcoming year.
- ***Vendor proposals*** are being evaluated from vendors - banking, security alarm, postage meter machine, credit card processors, office supply providers.
- ***Training and an industry update*** held in Springfield was attended by the General Manager, Director of Events, and Convention Sales Manager. The event was part of the International Association of Venue Managers (IAVM), our primary trade organization. Jim Rooney of MCCA provided a keynote address on expansion plans for Boston Convention and Exposition Center (BCEC). General session topics included employee motivation and development, emergency preparedness, sustainability practices along with general networking.
- ***Annual Employee Decorating*** took place in November in various areas of the convention center. City of Worcester exterior wreaths were added to the Marquee.

EVENTS & MARKETING

- ***Repeat clients*** continue to be a significant positive impact for the Convention Center with 14 events returning this month including the Alpaca Show.
- ***Going Viral:*** Guns N' Roses rocked the DCU Center on Black Friday (11/25) and in our new tradition, the DCU Center presented front man, Axl Rose, a custom cake designed by Sweet Pastry Shop and Dessert Bar. The band was so impressed by the three-tiered confection with an edible skull that they


tweeted a photo of the cake to their 200,000 followers on Twitter. Tagging and thanking the DCU Center in the micro-status, the DCU Center was able to return the favor to Sweet by re-tweeting and tagging chef Alina Eisenhauer. Telegram.com in turn posted the tweet in their Pop Culture Notebook feature.

com/article/20111129/POP-CULTURE/29111129437/1011-features#.TgQLurp1%3Cfeedback

Pop Culture Notebook

Guns N' Roses takes the cake

Add a comment



Sweet chef Alina Eisenhauer got a little extra treat Friday at the Guns N' Roses concert at the DCU Center, Eisenhauer - who had garnered a bit of fame with her recent win on the Food Network game show "Sweet Genius," had the honor of baking a cake for the legendary rockers ... and the band liked it so much they Tweeted a photo to its more than 200,000 Twitter followers.

A cake designed for the band Guns N' Roses, by Worcester chef Alina Eisenhauer.
Enlarge photo

200,000 Twitter followers.

"We have been fortunate to have been able to do a lot of really cool cakes this year for some pretty well known musicians and celebrities," said Eisenhauer. "I was especially excited for this cake because I am also a Guns N' Roses fan (isn't everyone who was in high school in the '80s?!!?) It turned out to be one of our favorite cakes we have done so far. Knowing that that Axl and the guys really liked it was, as they say, the icing on the cake!" (Victor D. Infante)

Recent entries

- December 2, 2011
- December 1, 2011
- November 30, 2011
- November 29, 2011
- November 28, 2011
- November 25, 2011
- November 23, 2011
- November 22, 2011
- November 21, 2011
- November 18, 2011
- November 17, 2011
- November 16, 2011
- November 15, 2011
- November 4, 2011
- November 3, 2011
- November 2, 2011
- October 26, 2011
- October 25, 2011
- October 24, 2011
- October 21, 2011

- On Tour in Worcester:** A new promotional feature of Cirque du Soleil is a custom Tour Bus that arrives two weeks in advance of their performance to promote the engagement. The bus hit the Worcester Sunday 12/04 and will visit a variety of high-visibility/traffic locations through Friday 12/09. The eye catching bus includes a street team with promotional giveaways, discount flyers, and other fun interactives including a green screen and a performer on stilts. You can preview the bus at <http://quidambustour.com/>.



- **Puck Spike:** In a touchdown promotion, the Worcester Sharks announced they will reimburse New England Patriots Tight End Rob Gronkowski \$7,500 to spike a ceremonial puck before the Sharks game vs. the Providence Bruins on Friday, February. Gronkowski was fined \$7,500 on November 18th by the NFL for his unsportsmanlike spike following his second touchdown grab win over the Jets on November 13. Gronkowski finished the game with eight catches for 113 yards and two touchdowns as the Patriots rolled, 37-16. Gronkowski spiked the football after a celebration of a touchdown vs. the Patriots biggest rival, the New York Jets. It will be only be fitting that Gronkowski will spike a puck before the Worcester Sharks host their biggest rival, the Providence Bruins on 2/24.
- **Public Skate Returns:** After a successful Public Skate presented by the facility's naming rights partner, DCU, the DCU Center has scheduled TWO Public Skates this season, both presented by Digital Federal Credit Union. The first of the two will take place during winter break on Thurs 12/29 and the second on Sat 1/14.
- **New Avenue for Revenue:** SMG recently entered into a REV-SHARE partnership with Burst Media (national online ad server) featuring an online content manager whereby SMG venues independently manage several national advertising campaigns. The DCU Center has enabled two new ad spaces on the website (dcucenter.com)- 728x90 (homepage above the fold) and 160x600 (all secondary pages on the right side of the page) and should soon begin to see a quarterly revenue stream coming in.

FOOD & BEVERAGE DEPARTMENT

- **Record Numbers** - Over the course of the two day cheerleading tournaments, Savor sold 2400 slices of pizza and 5600 pretzels.
- **Donations** continued as Savor donated 9 gallons of Hot Chocolate to the Sharks for their Hats & Mittens Skate. Savor also donated 900 lbs of food to the Worcester County Food Bank.

OPERATIONS, HOUSEKEEPING, & PHYSICAL PLANT DEPARTMENTS

- **Event schedule** has kept all departments busy with event setups, housekeeping, and repairs. Final clean was performed from tree damage during the October snowstorm.



**Civic Center Commission
Monthly Sales Report Nov. 2011**

Name	Banquet/ Social	Conference/ Convention/ Tradeshaw	Date of Event	# of Days	Anticipated Attendance	New Business	Repeat Business
Banquet/Social Contracts							
Conference/Convention/Tradeshaw Contracts							
ProScout Open Call Interviews		1	01/09/12	1	250		1
Video Educators Conf. & Tradeshaw		1	10/10-11/12	2	400		1
Beyond the Stars Dance Comp.		1	5/19-20/12	2	1,000		1
Great Beginnings Conf.		1	10/26/12	1	375		1
Central NE Karate Tournament		1	08/12/12	1	700		1
Star Systems Shock		1	10/14/12	1	750		1
CPCS Conference		1	05/17/12	1	750		1
Spirit Sports		1	1/14-15/12	2	4,000		1
Grand Prix MA Magic the Gathering		1	8/23-26/12	4	2,500	1	
Fred Pryor Seminars		5	Apr. May. 2012	6	210		5
		14		21	10,935	1	13
Proposals							
Sen. Brown Job Fair		1	01/09/12	1	2,000	1	
Associated Press Meeting		1	09/07/12	1	150	1	
St. George's Church	1		Spring. 2012	1	450	1	
Fuel Institute Trade Show		1	6/10-14/13	4	4,000	1	
Avon Meeting		1	01/10/12	1	40	1	
Charity Ball	1		Fall. 2012	1	250	1	
Ash Productions Dance Instructional		1	Jan. 2012	1	500	1	
Attorney General's Conference		1	06/06/12	1	200		1
WOW Media Group		1	Dec. 11	1	50	1	
	2	7		12	7,640	8	1
Site Visits & Appointments							
16 Sales Calls to Waltham area companies							
BizBash Tradeshaw - Boston - Meeting Planners							
Video Educators Staff							
Operational Services Division/State of Massachusetts Staff							
Conf./On sale Arena Events							
TNA Wrestling			01/20/12				
Rammstein			04/29/12				
Lady Antebellum			05/05/12				
Trackable overnight room pick-up for Nov. 2011							
Event			Date	# of Days	Rm Nights		
Video Educators Conf.			11/1-2/11	2			
Veteran's Day Ball			11/5/11	1			
MAPHERD			11/7-8/11	2			
Coastal Alpaca Show			11/10-13/11	4			
Monsters of Hip Hop			11/11-13/11	3			
Central MA Pop Warner Cheerleading			11/19/11	1			
Guns & Roses			11/25/11	1			
Central MA Youth Football Cheerleading			11/27/11	1			
Bob Seger			11/29/11	1			



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