

CIVIC CENTER COMMISSION

MEETING MINUTES

4-22-2021

Attendees:

CCC Members Present: Chairman John Harrity, Commissioner Jim Knowlton, Commissioner Lowell Alexander, Commissioner John Brissette and Commissioner Penelope Herideen

City: John Odell, Candee Raphaelson

SMG: Sandy Dunn, Jim Moughan, Melissa Bishop

Call to Order: Chairman Harrity brought the meeting to order at 9:07 a.m. John Odell took the roll call. All Commissioners present.

Commissioner Brissette made a motion to accept the minutes, Commissioner Lowell second. All in favor

Project Status Update: Chairman Harrity then asked John Odell for the Project status update. With respect to the vault design, John reported the design work continues and that he was hoping it would be wrapped up and out to bid and by the end of May. It will then be scheduled to be done in the late summer. The estimated costs provided by the Engineer came back better than anticipated. Even with all the additions from National Grid it is now \$950,000.00 which is significantly less than expected.

Chairman Harrity reiterated that Sandy had said the summer was the best time for the work to be done and John thought it probable that it would be done during the summer months. Sandy asked about the Exhibit Hall and the impact related to the vault upgrade and expressed concern as they were actively booking for the summer months and would need a timeline since the Hall would be offline as well as the loading dock. John said the bid included a generator to limit impacts to the schedule. Sandy asked Jim Moughan the booking for the summer and Jim said that he had 2-4 days in the first week of August that may include the third floor. Sandy asked if the discussion was about two weeks or what timeline. John asked that they send him the most updated and he would bring to the engineer's attention to find a workable time window.

Regarding the telephones, John informed the commission that the telephone/security cameras were out to bid and due to be opened on May 12th. The bid also included the cabling which is estimated to be around \$400,000 which would bring the entire project to an estimate of \$900,000.00. Chairman Harrity then asked about the Ice plant control system. John said it was designed for making ice for the hockey team and the upgrades were part of a package that the architects LLP had out to bid and should be back

in the not too distant future. This will update the HVAC Controls also being worked on by Honeywell who are completing their work which will update twenty year old control technology throughout the facility.

Phase II: John has asked Populous, the architects to update the priority list that was put on hold during Covid. Arcadis, our project manager had two primary point people that have moved on so two new people have walked through the facility with Sandy and they will prepare a list that the Commission will review and prioritize. Hopefully the design costs will be in place and then the Commission can pick and choose and put together a contract amendment and design over the fall/winter. This will be a three year project-one year design, two years construction keeping the center active throughout as to not interfere with events and revenue. This will of course be discussed with Sandy and Jim as far as scheduling.

Chairman Harrity then complimented Sandy on the cleanup of the plaza. Sandy said they were fortunate to have a part time staffer who had a job as a landscaper so they were doing it in house this year and it was half the price of last year. She confirmed that because of the Cousy event they started earlier. Sandy then asked John about the exterior signs and John informed that the bid was also out and due back on May 12th. Chairman Harrity then updated the various changes to the Cousy statue including adding family and the date of installation. He also informed the Commission of the various people invited to speak and attend. He also asked about wheelchairs for those that needed them and Sandy confirmed she would discuss with Mr. Cousy about the need. Sandy asked if there was a delivery date yet and John said no but usually a few days before depending on weather. Sandy explained that due to existing Covid policies the numbers were lower for who could be invited and that Foster Street would be closed so that spectators could be involved. She said if the Covid restrictions changed they would be ready to pivot and change. She confirmed with Chairman Harrity that she was hoping to get on the Governor or Lt. Governor's schedule.

ASM : Sandy reported that the hospital was still up and ready and that a decision would be made next Tuesday as to whether the field hospital would remain a warm site or not. Chairman Harrity asked if rent was still being paid and the answer was yes. Sandy then informed the Commission that the reopening plan that had to be approved by the City and the State had been approved by the State and was now back with the City for final approval. She announced two Becker graduations and two Assumption graduation scheduled for May and the Pirates first game on May 22nd. Human Resources still has two primary position opened and Melissa told Sandy that the Facebook ads were getting a lot of traffic and resumes. H.R. is doing a lot of training classes both for Covid policies as well as just training because it has been a year out for people returning to work. They are still on a skeletal crew and expect to be so for a long while.

Finance: Melissa reported that from November 13th, 2020 through March 27, 2021 UMass paid 1.2 million dollars so that the loss forecasted was greatly improved. The reforecast for fiscal year 2021 is now \$560 thousand dollar loss not including the reopening budget which is estimated to be \$750,000.00. The FY22 budget is expected to be a loss of half million dollars. Sandy added that six months ago it was expected to be a loss of 2 million but with the rent payment from UMass the losses were cut by more than half. The restart budget is not included in the fiscal year 2022 because it is considered a one-time cost. Sandy is not expecting much revenue from June through October.

Marketing: Sandy discussed Rein Café withdrawing from their lease. The reason was a small bit Covid related but more due to the owner operating/owning three other businesses. The good news is Glazy

Susan took over the lease and are doing tenfold the business expected. They have added a coffee/beverage side. Chairman Harrity asked about the air conditioning issue and Sandy deferred to John Odell. John explained that because the job was under fifty thousand dollars it didn't have to go through a complete bid but instead he sought quotes from three vendors that work for the City and that satisfied the procurement process. He expected the quotes back in a few weeks and would accept the low bid and schedule the work. Chairman Harrity then asked the status of the broken window and John said National Glass had ordered the glass and he would follow up on the scheduling.

Operations: Sandy spoke of supporting John's many projects and also the main thing that was happening in the middle of March when closed and just completed the re-stripping of the grand stand that was opened in 1987 and was in need of complete retro-fit. It has been cleaned and the floor cleaned and gridded and looks terrific.

Sales: Jim reported that Cam Nash has been working on many new initiatives for the convention center side and attending conferences so that there is a presence even on national and international conferences. Many events have been booked and calls are close to all-time peak levels. In addition to the aforementioned graduations, there is a holiday craft show and Apparel for Winter Sports show and tours of the building are back. There are still a lot of skittish promoters as it takes an average of six months to a year to put these kind of shows together.

Chairman Harrity thanked Sandy and Jim and their team for all their hard work and announced the next meeting for Thursday, May 27th at 9 a.m. on WebEx. HE asked for a Motion to Adjourn. Commissioner Brissette made a motion and Commissioner Herideen second. All in favor.

DCU Center - Capital Project Update 4-16-2021*

Funding Source	Projects	Assignment	Estimated Value	Current/Actual Value	Status	Expected Completion	Comments
1 DCU - Special District	Vault Upgrade	JO/RT	\$ 950,000	\$ 950,000	Design	TBD	Full set -50% Drawings under coordinated review. Basis of estimate- prepared from 50% design documents. Total Construction \$740,000 Total w/ NGrid \$950,000
5 DCU - Special District	Telephone and Camera System	Tech Services/RT	\$ 475,000	\$ 810,000	Bid	Spring 2021	Bid documents published. Pre-bid walk thru 4/22. Bid documents published. Pre-bid walk thru 4/22. Bids due 4/28
9 DCU - Special District	Exterior Signs	RT	\$ 110,000	\$ 110,000	Design/Bid	Spring 2021	Bid documents 100%- establishing Bid schedule.
11 DCU - Special District	Iceplant Control System	RT/LLB/HBS	\$ 12,000	\$ 12,000	Design	Spring 2021	Team mtg (ASMg, City, HBS, ABS) 4/15 to review 75% design- developing sequencing and graphics.
15 DCU - Special District	Ballroom Chairs	JO	\$ 240,000	\$ 240,000	Pending	On Hold	Final chair selection in process - funding availability an issue
16 DCU - Special District	Door Controls South Elevator - Replace	RT	\$ 25,000	\$ 25,000	Pending	On Hold	Per ASMg Specs
DCU - Special District	Phase 2	JO/Populous/ Arcadis	\$ 20,500,000	\$ 20,500,000	Pending	On Hold	Schematic Design Complete - Architect (Populous) and OPM (Arcadis) have been contacted. New design costs being calculated by Populous.
Total =			\$ 22,312,000	\$ 22,647,000			

Variance = \$ 335,000 1.5%

* Please note: Due to Covid19 pandemic most capital funding has been delayed causing many projects, including the Phase 2 upgrades, to be put on hold.



CIVIC CENTER COMMISSION MONTHLY HIGHLIGHTS – APRIL 2021

COVID 19 UPDATES

- **UMMMC DCU Center Field Hospital** – The Field Hospital remains in the ready if it is needed in the coming weeks. At this point, the projected time is May 15th to keep all equipment in place but the State reaches out on a bi-weekly basis to provide for any updates.
- **Reopening Plan** – The State has approved the Venue Shield reopening plan. At least 2 colleges expect to move forward with their graduations in the arena but are waiting for additional updates on the status of the Field Hospital. May 22nd will be the first public event with the Massachusetts Pirates vs the Spokane Shock. This will be under the guidance previously reported including reduced capacity, 6' distancing, face masks for all staff and attendees, pod seating, etc. The City has provided approval for the expenditures required to implement these procedures.

BOX OFFICE, HUMAN RESOURCES, FINANCE

Box Office

- **Open for Business** – Effective April 12, the box office has reopened on a daily basis from 10:00 AM – 3:00 PM Monday through Friday. Weekend hours will only be when an event is scheduled in the facility.
- **Pod Setups** – With reopening, the primary focus will be on setting up the MA Pirates e for individual game tickets to be put on sale April 23rd. Prior to that date, all season ticket sales must be built into the ticket manifest.



Human Resources

- **Openings – Recruitment continues for several key full-time positions including the Plant Manager and Human Resource Manager. While many positions have been frozen, these 2 position are**

critical to operations and have, historically been challenging to fill. Once a candidate is identified, he/she will be hired.

Thirteen part time positions are currently posted on our website in anticipation of hiring for upcoming events.

- **COVID–19 Guidance – ASM Global corporate offices continue to monitor CDC guidance and provide direction to the venues on how it applies to our workforce.**

Finance

Financial Statement - July through February resulted in a loss of \$1,335,295. The original budget July through February is a loss of \$153,602. Leaving us \$1,181,693 below budget. This budget was developed and submitted prior to the pandemic. Year to date savings on indirect expenses (as compared to budget) total \$2,245,103 due to continued mitigation measures.

The original FY 2021 budget projected net income of \$464,317. The current forecast to the end of the year continues to improve with rent from the Field Hospital. The current projection is a net loss of \$560,545. This amount does not include costs directly associated with re-opening the venue which are projected at \$748,924. The re-opening budget includes the following:

Recommissioning/Restart Budget April 2021 – June 2021

	Estimate
Staffing (phased)	\$ 112,892
Venue Recommissioning	\$ 46,655
Training	\$ 7,700
Equipment	\$ 319,850
Supplies	\$ 32,305
Misc. Repairs due to Restart	\$ 10,000
Incremental Utilities	\$ 213,089
Insurance	\$ 6,433
	<hr/>
	\$ 748,924



No. of Events	Feb	YTD Actual vs Budget	12 Month FY21 Budget	12 Month FY21 Reforecast	Variance
Total# of Events	0	1			
Budget	25	181	324	4	(320)
Variance	(25)	(180)			
Total Event Income					
Actual	0	84,634			
Budget	669,073	3,416,708	5,867,000	127,846	(5,739,164)
Variance	(669,073)	(3,332,074)			
Other Operating Income					
Actual	93,297	290,742			
Budget	58,533	485,464	709,023	1,779,502	1,070,479
Variance	34,764	(194,722)			
Indirect Expenses					
Actual	231,059	1,710,671			
Budget	527,363	4,055,774	6,111,706	2,467,893	(3,643,813)
Variance	(296,304)	(2,345,103)			
Net Income					
Actual	(137,762)	(1,335,295)			
Budget	200,243	(153,602)	464,317	(560,545)	(1,024,862)
Variance	(338,005)	(1,181,693)			
Unbudgeted Reopening Expenses					
Re-Opening Expenses				(748,923)	
Net Loss After Re-Opening Expenses				(1,309,468)	

- **UMass Field Hospital** – At the March Civic Center Commission meeting, information on billings and payments for fiscal year ending 6/30/2021 for the Field Hospital was requested. As of this date, all bills have been paid. All or some of these monies may be covered by various State and Federal funding sources.

Period of Operation	Amount Billed
11/13/20 – 12/5/20	95,592.67
12/06/20 – 01/02/21	161,059.30
01/03/21 – 01/30/21	254,421.80
01/31/21 - -02/27/21	411,517.24
02/28/21 – 03/27/21	354,089.44
Total	1,276,680.45

- **Fiscal Year 2022 Budget is on the following page.**



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	FY2022 Budget	FY2021 Budget
Event Operating Income														
Arena														
Direct Event Income	27,000	20,000	-	75,600	32,300	37,800	91,600	174,450	84,300	9,100	189,300	61,500	802,950	527,500
Ancillary Income	29,700	26,125	-	69,755	87,735	79,425	151,592	192,531	207,092	80,977	93,420	15,450	1,033,802	1,070,900
Event Income	56,700	46,125	-	145,355	120,035	117,225	243,192	366,981	291,392	90,077	282,720	76,950	1,836,752	1,598,400
Convention Center														
Direct Event Income	-	-	4,700	35,783	76,275	59,070	59,265	84,150	160,600	206,675	91,600	90,793	868,911	1,279,798
Ancillary Income	-	-	3,040	35,960	59,649	73,051	41,856	55,969	203,225	304,442	137,753	119,282	1,034,227	1,695,284
Event Income	-	-	7,740	71,743	135,924	132,121	101,121	140,119	363,825	511,117	229,353	210,075	1,903,138	2,975,082
Ticket Rebates TM	411	274	-	28,233	101,524	29,775	60,963	171,403	111,026	86,522	-	8,463	598,594	643,635
Ticket fees retained	11,813	7,875	-	49,376	39,323	25,279	50,296	126,894	57,131	17,956	-	1,181	387,124	649,803
Other Event Income	12,224	8,149	-	77,609	140,847	55,054	111,259	298,297	168,157	104,678	-	9,644	985,718	1,293,438
Total Event Income	68,924	54,274	7,740	294,707	396,806	304,400	455,572	805,397	823,374	705,672	512,073	296,669	4,725,608	5,567,000
Other Operating Income														
Advertising	34,489	34,489	34,489	34,489	34,489	34,489	34,489	34,489	34,650	34,650	34,650	34,650	414,511	425,036
Suites minus Railers	14,424	14,424	14,424	14,424	14,424	14,424	14,424	14,424	14,424	14,424	14,424	14,424	173,088	188,737
Covid-19	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Runk Rentals	-	-	-	1,000	2,000	5,000	3,000	1,000	1,000	1,000	6,800	6,700	14,000	14,000
Miscellaneous	2,000	2,000	4,800	5,700	7,300	5,700	7,500	5,700	6,800	7,200	6,800	6,700	68,200	81,250
Total Other Income	50,913	50,913	53,713	55,613	58,213	59,613	59,613	55,613	56,874	57,274	55,874	55,774	669,799	709,023
Adjusted Gross Income	119,837	105,187	61,453	350,319	455,019	364,013	514,985	861,010	880,248	762,946	567,947	352,444	5,395,407	6,576,023
Indirect Expenses														
Executive	56,086	56,086	56,086	56,086	56,086	56,086	56,781	56,781	56,781	56,781	56,781	56,771	677,196	694,155
Finance	36,835	36,835	36,835	36,835	36,835	36,835	37,145	37,145	37,145	37,145	37,145	37,141	443,876	463,110
Marketing	11,112	11,112	11,112	11,112	11,112	11,112	11,222	11,772	11,772	11,772	11,771	11,775	136,760	206,708
Operations	192,062	192,065	197,407	200,852	201,152	201,152	202,814	202,813	202,516	201,816	201,816	207,318	2,403,782	2,506,111
Box Office	12,764	12,764	12,764	14,262	14,262	14,262	14,424	14,424	14,424	14,424	14,424	14,424	167,620	234,829
Overhead	73,445	73,107	77,987	106,528	129,746	132,820	130,401	129,206	114,918	120,160	81,484	68,639	1,238,442	1,069,812
Food & Beverage	62,988	62,488	62,839	71,055	71,055	71,055	71,193	71,193	71,193	71,693	71,293	70,493	828,532	936,982
Total Expenses	445,292	444,457	455,031	496,730	520,249	523,323	523,980	523,334	508,749	513,790	474,714	466,561	5,896,209	6,111,706
Net Income	(325,455)	(339,270)	(393,578)	(146,411)	(65,230)	(159,310)	(8,995)	337,676	371,499	249,156	93,234	(114,117)	(500,802)	464,317

* FY2021 Budget was completed February 2020, before the COVID pandemic

MARKETING

- **ASM Global Announces Appointment of New President and CEO Rob Benison**



On March 16, 2021, ASM Global announced that Rob Benison has been appointed to the position of President and Chief Executive Officer and will assume his new role immediately. Mr. Benison brings over four decades of experience to ASM including, most recently, a long tenure at Live Nation as President of House of Blues Entertainment. Prior to this, he held President and CEO roles across a distinguished set of public and private companies including Tickets.com, GameWorks, MCA Recreation Group and Universal Studios Hollywood.

- **Massachusetts Pirates Announce Single Ticket On Sale**

The DCU Center Box Office & Marketing team have been preparing for the on sale for the Massachusetts Pirates single ticket sales on April 24th. The Pirates are set to play their first away game against the Louisville Xtreme at the KFC Yum Center (*an ASM Global venue*) on that evening. The Pirates will host 5 theme nights at the DCU Center including a Medical Heroes Night, a Whiteout Cancer Night, Military Appreciation Night, Worcester Spirit Night, and City of Champions Night.



ASM Global Live
 records at 11:21 AM

With over 23 million square feet of convention and meeting space around the world, ASM Global is ready to safely welcome events back to our venues. In honor of Global Meetings Industry Day many locations are offering incentives for future events booked during April. For more info visit: asmglobal.com/meet #GMI21 #MeetLive



- **Global Meetings Industry Day/Month of April – ASM Global Corporate Initiative**

ASM Global Marketing office has begun an initiative to run through the month of April in celebration of Global Meetings Industry Day on April 8th. The initiative was offered to the sales departments in collaboration with Marketing to incentivize clients to close outstanding contracts for future dates. The DCU Center Marketing team is working with the sales department to cater this recognition to our leads list.



- **Boston Globe recognizes DCU Center Umass Field Hospital in Farewell Article**

With the decline of admissions, the DCU Center Field Hospital has closed. The Boston Globe plaqued their articles written about the hospital through the course of the pandemic and presented it to hospital Volunteers Dr. Judelson & NP Shauneen (UMASS Vascular dept.) for their invaluable contributions.



- **A final Reign- Glazy Susan officially takes over, partners with local coffee shop, Acoustic Java**



After four months of large success in the doughnut world, Glazy Susan has branched off onto their own to occupy the space full time. Reign Café has parted from the space after partnership discussions. Glazy Susan has now partnered with local favorite Acoustic Java as of April 1st for their coffee & beverage program to put a clear focus on their specialty doughnuts.

OPERATIONS

- **Grand Stand Renewal**

Prior to the shut down in March 2020, the food and beverage department and the technicians began a project to remove all equipment, clean, and paint the Grandstand. This had not been done since it came online in 1987. Though the project was halted, the anticipation of our reopening restarted the project. Although Food and Beverage personnel have not returned, the technicians dug in to complete the job.

All equipment was removed and several pieces needed repairs. Improvements were made to equipment to permit access behind the units for cleaning in the future.

The space was pressure washed floor to ceiling prior to painting the walls and putting epoxy on the floor. The space looks terrific and will, no doubt, be a pleasure for our Food and Beverage staff to return to.



SALES

- **ASM Global Corporate Sales Assistance** - Anna Nash, VP of Marketing Development, held the first of its kind monthly sales and marketing call for Convention Centers. The program shared the co-op opportunities listed below for both venues and Convention Bureaus (Discover Central MA) to participate in. As a co-op, the costs to participate are greatly reduced and ASM Global often has a very large presence at these events. This listing has been forwarded to DCM for review. If a location is unable to participate, they will be represented through the ASM Global sales team on site at the event. The meeting also introduced a new ASM wide Social Calendar that all buildings are encouraged to participate in with content. Also discussed was the soon to be active ASM intranet which will house a centralized data base that all buildings will have access to for sales and new opportunities.
 1. SISO/Amelia Island – April 12-15
 2. NACS Virtual Show – June 23-24
 3. CESSE Virtual Show – July 28-29
 4. SISO Louisville – August 24-26
 5. Connect MKT Place Tampa Bay – August 30-Sept. 1
 6. Connect Faith Round Rock, TX - October 27-29
 7. TEAMS Atlantic City - Sept. 27-29
 8. ACES Colorado Springs - Oct. 4-6
 9. IMEX Las Vegas - Nov. 9-11
 10. IAEE Philly - Dec. 7-9
 11. E Sports Travel Summit Pittsburg - Dec. 14-16
 12. 4th quarter (date TBD) Chicago Sales Blitz



Sales Report April 2021

Name	Banquet/ Social	Conference/C onvention/Tr adeshow	Date of Event	# of Days	Anticipated Attendance	New Business	Repeat Business
Banquet/Social Contracts							
Umass Dinner	1		Dec-21	1	500	1	
Conference/Convention/Tradeshow Contracts							
Becker College Graduation Session 1		1	5/8/2021	1	1,100		1
Becker College Graduation Session 2		1	05/08/21	1	1,100		1
Assumption University Graduation		1	05/09/21	1	1,200		1
Castleberry Holiday Craft Show		1	11/6-7/21	2	4,000		1
360 Collective December Market Show		1	12/6-9/21	4	2,000		1
Totals		6		9	9,400	0	6
Proposals							
SNA of Massachusetts		1	10/19/2021	1	250		1
Legacy Dance Competition		1	04/01/22	3	2,500	1	
Team Vision Network Meeting		1	Fall 2021	1	400	1	
John Robert Powers Modeling		1	Fall 2021	2	160	1	
Ramadan Religious Service		1	04/01/22	1	4,000	1	
Mass Development Lunch	1		03/18/22	1	200	1	
Gilles Birthday Celebration	1		12/18/21	1	80	1	
Outdoor Sports Group		1	Spring 2022	3	4,500	1	
Worcester Research Bureau		1	11/03/21	1	300		1
Salem State University Pinning Ceremony		1	05/22/21	1	300	1	
Scare-A-Thon		1	Fall 2021	3	6,000	1	
Totals	2	9		18	18,690	9	1

Site Visits & Appointments

MCPHS Staff

Awan Mohammad for Wedding

Umass Dinner Team

Movie Scouts for a future Shoot

DCF Staff for Holiday Event

Ben Penrod, Comic Con