

CIVIC CENTER COMMISSION

Date: Thursday, January 26, 2023 at 9:00am
DCU Center, 50 Foster Street, Worcester, MA
2nd Floor conference room
and virtually via Webex

MEETING MINUTES

Attendees

Civic Center Commissioners

Chair Brissette, District 1 (absent); Commissioner Alexander, Dist. 5; Commissioner Economou, Dist. 1; Commissioner Herideen, Dist. 1; Commissioner McEvoy, District 2.

City Staff

K. Russell Adams, Deputy Chief of Public Facilities and Damaris Acevedo, Staff Assistant

ASM Global (SMG):

Sandy Dunn, Jim Moughan, and Melissa Bishop

1. Call to Order

Commissioner Economou called the meeting to order at 9:02am. A roll call vote was completed.

2. Acceptance of Meeting Minutes

Commissioner Economou requested a motion to approve the minutes of the December 1, 2022 meeting. The motion was made, and seconded. The motion passed.

3. Project Status Updates – City of Worcester

Mr. Adams summarized the status of capital projects and repairs at the DCU facility.

- a. Arena Seating – Populous Architects determined project is \$6.4 million which is being split into two pieces, 1) to meet schedule, arena chairs are being procured through Sourcewell for \$5.7M 2) demolition and installation are being bid through the City of Worcester. Mr. Economou requested an update on the installation schedule. Ms. Dunn provided an update on the installation phasing schedule. 3rd week of June through the 2nd week of October, beginning with the 300 level seating. Some construction blackout dates are included in the schedule to accommodate possible events in the arena.
- b. Convention Center Electrical Valve Upgrade – Mr. Adams noted open project items to close out this project including fire alarm notification strobes; sprinkler installation in the vault is ongoing due to lead times on necessary components.
- c. Telephone/Camera System – Open items replacement of one camera, training, and credentialing. New switches are being delivered in early December. Ms. Dunn noted that telephones have not been transferred over, and the system has been installed for a long time. The ringtone is getting transferred from Spectrum to Windstream. Mr. Economou

asked which company was holding up the installation. Ms. Dunn informed the commission that ASM Global is reaching out to Spectrum for the data to coordinate with Windstream.

- d. Ballroom Chairs – currently in design. January 2023 estimated delivery of the sample. Delivery after selection is 12- 14 weeks. Mr. Economou asked where the chairs will ship to. They will ship to DCU Center.
- e. Controls Upgrade for HVAC – Network switches shipped in early December. Controls wiring is being migrated to the new switches. Mr. Economou asked how the City saw that progressing. Mr. Adams answered that the migration is not much work. Ms. Dunn noted that ASM Global staff have not received training on the BMS controls system, Alerton, which has been in place for 6 months. Public Facilities’ Staff will provide training for the City of Worcester’s Building Management System, Alerton Control System.
- f. Phase II Feasibility Study and Master Plan: Mr. Adams provided a schedule for this project: summer 2023 deferred maintenance project is currently in design, including prioritizing the positive sequencing fire notification system. Mr. Adams clarified that the positive sequencing fire notification system allows for a three minute period for investigation of an initial alarm in the building prior to a full alarm to evacuate the building. A phase II amendment for Populous is required for design of this work to move forward. This system is being designed in conjunction with the WFD. Ms. Dunn noted this improvement for both venues needed, one is 25 yrs. old and the other 35 yrs. old. Structural steel, sound system, etc. are also part of this project. Populous is performing this design work, and funding for additional future projects is required. Ms. Herideen inquired about the deadline. Mr. Adams noted an amendment would take some time. Ms. Dunn noted that she had requested that Ms. Lynch add two other items to the deferred maintenance list including a hot water tank and requested an update on the system. She also noted that the DAS system (distributed antenna system) is another project, noting it was critical for providing cell service. It was awarded in October, and no contract has yet been executed. The company awarded pays for the construction, not the City. Mr. Economou noted this is critical to the fan experience. Mr. Adams noted he would request an update for the next commission meeting. Mr. Economou noted that these items can affect how we experience the DCU Center. That this may affect check-in. Ms. McEvoy noted that if something is ready, but held up, please let us know, as it may be an area for push. She reiterated that it affects the experience, but also cost. Mr. Economou also noted that this is frustrating for employees when things do not function.

4. AMS Global Reporting

a. Monthly Event/Arena Highlights

- I. Ms. Dunn noted event highlights including 1) the ASM Global Acts foundation as an option to donate to charities through Ticketmaster. Ms. McEvoy questioned what the anticipated average annual allocation may be. Ms. Dunn had no information on this new program. It should be looked at on a semi-annual basis. 2) 2022 Year End Industry Concert Reports. Stadium activity has grown in attendance and ticket sales, and arenas were down. These are tiers in our industry of the types of shows designed for particular venues. Stadiums are moving toward a compilation show. Ms. McEvoy questioned how they were ranked in size and offered: Club, Theater, Amphitheater, Arena, Stadium. Ms. Dunn noted this was correct. 3) Glazy Susan is

closing at the DCU Center due to labor market and cost of goods, and for personal reasons. ASM Global is looking for another tenant. Short term operation will be through ASM Global. Their last weekend is this weekend. ASM Global will not have that venue populated until October. Mr. Economou asked if ASM Global worked with the Food Hub. Ms. Dunn noted Glazy Susan came from the Food Hub. 4) Ms. Dunn highlighted improvements initiated by ASM Global including Door Dash Mobile Ordering. Mr. Economou asked if it has started and Ms. Dunn noted that it had, but was underwhelming and being pushed by the ASM Global corporate office. Asked to put QR code on every seat, but didn't think it looked good. She noted a video announcement may be helpful. Ms. Herideen noted good wifi is important for the fan experience. Ms. Dunn corrected that the wifi is very good, but the cellular service is being upgraded. Ms. McEvoy asked for additional information on the advertising. ASM Global is trying to not be exclusive. Ms. McEvoy asked if advertising would be offered in packages built out to folks. Ms. Dunn answered this would be up to the Railers, who handle the advertising sales. Ms. McEvoy had another suggestion that for whatever food vendor comes in, as a promotional thing, they could have Glazy Susan (space) Grub Hub, promoting them to the building. Ms. Dunn noted that the Railers do this as well. ASM Global must approve, and if promotional, they do approve. ADM Global provides extensive marketing on score boards and webpage. 6) Charge FUZE Charging Stations. ASM Global has been looking for a charging solution for some time. 7) ASM Global has acquired Madison Entertainment, which is an ongoing initiative for the corporate office to provide product to the buildings; buying talent and putting them into buildings. They have done small theaters and festivals. 8) ASM Global is responsible for profit and loss at Worcester Common Oval at no cost to the city. The weather has been challenging, but attendance has been up through January. BCBS Massachusetts is the naming rights sponsor for this venue and 15 others. 9) Events over the past few weeks were highlighted, some sold out.

a. Convention Center Highlights

Mr. Moughan noted Convention Center highlights including: 1) Regional Research Bureau's Meeting with a focus on biomedical/life sciences 2) New England Winter Market, they utilized the entire convention center and will return next year. 3) NE Youth Cycling Coaches 4) Maximum Cheer Northeast 5) Crush it n Real Estate 6) RV Show 7) Kids Fun Fair

b. Arena upcoming events

Ms. Dunn noted upcoming events at the Arena.

c. Marketing Update

Centrum 40 year limited addition tee shirts was a hot item, working with Worcester Wares, who is paying a license fee.

d. Media Coverage

Ms. Dunn provided links of all articles related to the DCU Center.

e. Community Initiatives

ASM Global Month of Giving, a term established by the corporate office. \$750K of charitable contributions including: 1) winter wear 2) Christmas tree initiative 3) with UMass Dept. of Children and Family Services Holiday Party.

f. Operations Update

Ms. Dunn noted Operations department facility enhancements including: downlights at exterior and converted to LED; Eco-friendly signage; 25 year old scrubber; eco friendly water bottle refill station, a post covid initiative.

g. Food and Beverage

Grab 'N Go Concession Stand and continues to expand with local desert options.

h. Finance Update

Ms. Bishop noted that ASM Global's November total event income was over budget, as was Food and Beverage, with net income \$250K over budget.

i. Human Resources

Holiday Potluck staff holiday party. There are continued recruiting efforts. New photo IDs are being implemented for all employees. Ms. Dunn noted that the bar code system allows to control where employees are in the building.

j. Sales Update

Mr. Moughan noted that ASM Global has regional offices to assist. Katheryn Bart from Grand Rapids MI assist DCU Center with industry trends, sales, etc. Also, exhibitions trends to watch in 2023 include: 1) double down on customer focus 2) new chairs & conference center floor. Ms. Dunn noted part of the vault project is a room for an office for revenue producing space 2) climate crisis 3) more data 4) staffing stays key 5) accelerating change, adapting even more than covid implemented. Keep changing.

k. Finance Update

Ms. Dunn circled back to provide a finance update, noting the maintenance agreement with Presidio wifi preventive maintenance adding \$157K for PMs. The other is utility costs increasing 40% for a therm or kW. This is a three year agreement with the City. Mr. Economou commented that ASM Global has done a fabulous job over the past few months. As a resident the experience was wonderful, and he thanked ASM Global for their work. Ms. Dunn will express to all.

6. Adjourn

Commissioner Economou motioned to adjourn. Motion was accepted at 10:02 am.

Next meeting: Scheduled on February 22, 2023 at 9am (holiday week)