

**CIVIC CENTER COMMISSION
MEETING MINUTES
February 24, 2011**

Attendees:

CCC Members: Chairman Fran Paquette ,Commissioner Joe Capone, Commissioner Ed Pietrewicz,
& Commissioner John Budd
Absent : Commissioner Scott Najarian

City: Heather Gould, Rick Trifero

SMG: Julia Iorio, James Moughan, Sandy Dunn

Minutes Prepared by: Paige Williamson, SMG

1. Call to Order:

Chairman Capone brought the meeting to order at 12:25 pm.

2. Acceptance of Minutes of Previous Meetings:January 20th, 2011

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

3. Rent Credit Request

SMG provided a summary report of Rent Credit days through fiscal year end June 30, 2011. It was noted that still remaining are one (1) Arena rent credit day, as well as, four (4) days in the convention center facility.

4. Miscellaneous Items - N/A

5. Other Capital Projects

Capital Investment Program / DCU Center Improvements

The City (T. McGourthy, P. Moosey & H. Gould) were provided an update and 300+ page draft documents from Sasaki on the Improvement project. To date, just short of 9 million has been spent with approximately 11 million remaining for additional improvements. A review is being conducted of line by line items to determine what would make the most sense moving forward with the money remaining. Questions raised by the Commission : 1) *Where is the report that was already conducted categorizing the improvement project and 2) Is this current Sasaki report different from the report that was already compiled last fall?* Heather stated that she was unaware of any specific report provided to the Commission but would research it further. The City is continuing to look at other available funding. The Honeywell report has been submitted to Sasaki and Consentini and Heather is expecting feedback anytime now. The Esco Program under Honeywell is also under review by City CFO. Most likely there will be no further construction this summer until the design process is complete. Commissioner Paquette commented that the Providence and Springfield facilities both have completed renovations to this point.

Commissioner Capone voiced that project work should definitely be started during the upcoming summer months and that leg work had already been completed by the Commission last fall with Sasaki and that this is now being duplicated. Commissioner Budd voiced that bathroom improvements at the very least should be considered as one top priority with work commencing as soon as possible. Meetings with Rob Antonelli for the purpose of prioritizing the improvement project had already been held. Sandy Dunn stated that new changes specific to ADA regulations become effective as of March 15th, 2011. The previous priorities may change based on these types of changes that occur. She has forwarded some information to Tim McGourthy regarding those regulations. Sandy asked about the regular capital program and whether Heather had received that information during transition. She did not so Sandy will forward an updated document.

Arena Vault - Tim Boucher is continuing to work on completing the outstanding punch list, but the design is complete and approved. This piece will move forward once materials have been received. Ostro and National Grid have been notified.

Convention Center Vault – Awaiting snow clearance and sanitation before work will begin on this vault.

6. SMG Reporting

a. Financial Statements – Julio Iorio / January 2011

Commissioners requested that the January 2011 financials be tabled till the March 24th meeting.
(Tabled)

b. Sales Report – Jim Moughan

Teen Pregnancy Conference – Worcester has been able to maintain as the host site for this event despite Springfield continually trying to overtake the event.

Genzyme's "Off-Site Meeting", the largest corporation event we host, will continue to have their event in Worcester despite their company being sold. They are actually looking to grow to a 4-5 day conference for 700-900 attendees. "Off-Site Meeting" is their preferred title of the event to conceal their identity while at conference.

Proposals are continuing to go out daily with *Massachusetts Youth Football Cheer*, November 2011, with about 7,000 attendees who travel all around New England to compete. Destination Worcester was also involved with this client's proposal.

c. Monthly Highlights – Sandy Dunn

Departmental highlight report attached

7. New Business

The DCU Center was awarded by the U.S. Figure Skating Organization, the 2012 Junior Level Synchronized Skating Championships (in conjunction with the Boston Skating Club). This will be a four day event / two day prep with at least 3500 hotel rooms utilized. Destination Worcester is working on the room locations and keeping them as close to the facility as possible.

8. Dates and Time of Subsequent Meetings

*March 24th, 2011 / Noon – Civic Center Commission Monthly Meeting
DCU Center Conference Room*

Commissioner Capone moved to adjourn the meeting; Seconded by Commissioner Budd. (4 yeas, 0 nays)
Motion passed.

Meeting Adjourned – 1:07pm



**CIVIC CENTER COMMISSION
HIGHLIGHTS
FEBRUARY/MARCH 2011**

FOOD & BEVERAGE DEPARTMENT

- Continued local food bank donations this month - 110lbs
- Participated as a vendor at the Jewish Community Center Food and Wine Event. Featured the best in Buffalo - Seared Buffalo Tenderloin on Bannock Bread w/ Buffalo Demi Glace and Elderberry Chutney, and a Smoked Buffalo Brisket w/Jicama Slaw & Sweet Potato Frits

FINANCE AND HUMAN RESOURCES DEPARTMENT

- Completed "statewide contract administrative fee" quarterly report due to the Commonwealth of Massachusetts. This report covers the state's spending at our facility and requires us to refund back to the state 1% of those revenues.
- Reviewed MA Department of Revenue's new requirements regarding notification by promoters to the state of individual exhibitors that sell merchandise. Implemented system to ensure promoters are informed of their responsibilities to the DOR in the future.
- SMG training specific to the new ADA regulations for ticket sales. Development of new procedures to comply with these changes are in process with anticipated implementation by the deadline of March 15, 2011.

Some highlights include:

- Equal opportunity for the purchase of tickets in hours of day, quantity of tickets, and distribution methods (including online and telephone sales).
- Enhanced information by all distribution methods that includes the location, pricing, availability and visual representations for seating locations.
- Tickets must be available for at all price levels for all events including season or series tickets even if the venue has inaccessible seating features.
- Enhanced requirements for when seats may be released to non-disabled patrons.

EVENTS

- Fishing and Outdoor Expo, our largest exhibit event in the combined facilities featured a new component - Dock Dogs - in the arena. A 30' x 15' pool with accompanying dock (staging) was installed for the dog competition during the event and was very well received. Brody the Bear, a perennial favorite, along with a new bear cub were relocated to the high visibility Showcase Corner.
- Events Department welcomes a new intern, Nicole Pasquale from Johnson & Wales. Her concentration in school is in the Sports & Entertainment/ Event Management area. She is full time and will be in the department from March through mid-May.
- Open Skate presented by DCU on Feb 26 was a resounding success with compliments a-plenty from the 2,000 patrons who came through the building to skate on the same ice as the Worcester Sharks! Expanding this program next season with additional sponsors will be considered based on available dates.
- Monster Jam broke the all-time record for gross ticket sales on the weekend of February 18 - 20.
- Sharks continued to pace well ahead of last year in attendance and ticket sales.

MARKETING DEPARTMENT

- DCU Center announced "Michael Jackson The Immortal World Tour" presented by Cirque du Soleil, making its only Massachusetts stop in Worcester on May 12, 2012. A significant advertising buy in the Worcester/Boston media market was handled by the DCU Center Director of Marketing. Utilizing our in-house resources and expertise, events are able to save a significant amount of money by purchasing advertising through the facility and/or extend their marketing presence in the region.
- Worcester Sharks (SVS&E) exercised its option to extend their license agreement with SMG and the City of Worcester for two years. The original contract, signed in 2006, was a 10-year deal structured as a 5+2+3 (5-year lease with an option to extend for two years to 2013 and again for an additional three years to 2016). The initial press release was done cooperatively with the City Manager's office, the Worcester Sharks and SMG. Continued follow up for additional coverage is in process as well.
- With new developments in Brew**Woo** (presenting sponsor- KJ BAARONS, media sponsor-WAAF, bbq sponsor-WACHUSETT BREWING), the anticipation for this eve of Easter event continues to grow. Over 30 breweries will sample their craft beers while bands play on the main stage and seminars educate beer enthusiasts in the showcase corner.
- DCU Center is an active participant in the upcoming annual "Worcester: the City that Reads" book drive scheduled for March 2 - May 5, 2011. The arena box office lobby will be one of many collection sites throughout Worcester County for new or gently used children's books (pre-K through 8th grade) which are then distributed for summer reading. A box will be in the DCU Center Box Office lobby and we will use our marketing resources to get out the word to downtown businesses, patrons, and passers-by. The program is designed to promote literacy and, especially, to put books into the hands of these children who may have few books readily available in their homes to read.

OPERATIONS, HOUSEKEEPING, PHYSICAL PLANT DEPARTMENTS

- With the end of "dirt season", a full cleaning including pressure washing of the balconies and seating areas was conducted. Cleaning of all scoreboards, fascia boards, outlets, etc. was also completed. New ice reinstalled over 2.5 days after Monster Truck cleaning.
- Hockey goals were modified to meet new NHL/NCAA Standards.
- Completed snow removal project on arena roof
- Minor improvements to Superboxes including painting, mirror removal and hanging of new wall photos. Reviewing larger improvements – restrooms, seating areas, carpeting, etc. for this summer based on available funding.
- In addition to the routine repairs and maintenance, significant repairs were done on Zamboni 1, snow blower 2, the scrubber, Door 5, various electrical distribution equipment and receptacles in the convention center third floor.

SALES

	Banquet/Social	Conference/Convention /Tradeshow	Date of Event	# of Days	Anticipated Attendance	New Business	Repeat Business
Banquet/Social Contracts							
Salon Orange Masquerade Ball	1		10/29/2011	1	650	1	
Assumption Winter Ball MA Health Data Consortium Reception	1		12/03/11	1	1,000		1
Nurses Appreciation Night	1		05/09/11	1	500	1	
	1		09/22/11	1	1,000		1
	4			4	3,150	2	2
Conference/Convention/Tradeshow Contracts							
Fall Home Show		1	10/20-23/11	4	8,000		1
Healthy Living Expo New England Greenhouse Conf. Promising Practices Forum		1	10/21-23/11	3	4,000		1
MA Health Data Consortium		1	11/5-8/12	4	2,200		1
Benny Hinn Ministries Performance Plus Boston		1	05/23/11	1	400	1	
Worcester Research Bureau Annual Mtg. Central MA Youth Football Cheering - CC&A		1	8/11-12/11	2	10,000		1
McDonald's Meeting		1	03/01/11	1	115	1	
Mixed Martial Arts		1	05/31/11	1	200		1
American Dance Awards		1	11/27/11	1	10,000		1
Fred Pryor Seminars		1	05/25/11	1	100		1
MA Nurses Association		1	05/20/11	1	2,500	1	
MA Nurses Association		1	3/9-11/12	3	1,500		1
MA Nurses Association		1	08/24/11	1	35		1
MA Nurses Association		1	05/11/12	1	1,000		1
MA Nurses Association		1	05/10/13	1	1,000		1
		15		27	41,550	4	11

	Banquet/Social	Conference/Convention/ Tradeshow	Date of Event	# of Days	Anticipated Attendance	New Business	Repeat Business
Proposals							
Military Banquet	1		12/10/11	1	700	1	
Home Depot		1	Spring 11	1	130	1	
Peter Rondon (concert)		1	Spring 11	1	5,000	1	
Spirit Sports Cheering Convention		1	12/16- 17/11	2	3,000	1	
Turning Point Ministries		1	Jun.Jul/11	1	8,000	1	
Spirit of America Band Meeting		1	Spring 11	4	400	1	
Arrowhead Conference		1	Winter 12	5	600	1	
Fallon Community Health Plan		1	11/15/11	1	200	1	
Green STAR Conference		1	4/20- 5/1/12 10/12&13/ 11	2	1,500		1
Unifund LLC Idea Summit		1	Fall 11	2	300	1	
New England Herpetology Expo		1	Fall 11	2	650	1	
MA Div. of Healthcare, Finance & Policy		1	06/11/11	1	220	1	
Ash Productions Dance Simplex, Maxvantage		1	Spring 12	2	1,000	1	
Meetings		1	Jun. 11	2	150	1	
Melaleuca May Meeting		1	05/04/11	1	425	1	
El Parrandon	1		12/09/11	1	500	1	
American Cancer Society Breakfast	1		08/23/11	1	300	1	
MA Public Health Assoc. Annual Mtg.		1	11/18/11	1	400	1	
The Rennie Ctr for Ed. Research & Policy		1	May. 11	2	100	1	
Cold Spray Team Meeting		1	5/17-18/11	2	100	1	
Baby Shower	1		Jun. 11	1	250	1	
Stop & Shop		1	May. 11	1	350	1	
Altria Sales Meeting		1	03/02/11	1	15	1	
RSVP Awards Luncheon	1		05/16/11	1	400	1	
TJ Maxx Employee Recognition Luncheon	1		05/11/11	1	150	1	
MA Fatality Conference		1	Sept. 11	1	150	1	
	6	20		41	24,990	25	1

Site Visits & Appointments

Marilyn Rosa, Battle of the
Latino Bands
Keith Woods, Off-Site
Meeting
Paul Lemulex, Cancer
Fundraiser

Sam Lamptey, Wedding
Brian Tardiff, New England
Livery Assoc.

Sharks and State Office for Div. of Career Services, Job Fair
Becker College President,
2012 Graduation
Michelle McQuillen, MA
Public Health
Sean Marlow & Jim Toohey,
Unifund LLC

Conf./On sale Arena Events

MIAA Hockey	3/11 & 14/11
MIAA Basketball Semi Finals	3/15&16/1 1
MIAA Basketball Finals	03/19/11
Brew Woo	04/23/11
Michael Jackson the Immortal, Cirque	05/16/12

Trackable overnight room pick-up for Feb. 2011

Event	Date	# of Day s	Rm Nights
PFG Sales	2/4/04	1	
Eastern Fishing & Outdoor Expo	2/8-14/11	7	
Monster Trucks	2/17-20/11	4	
Hall of Fame Dance	2/24-27/11	3	