

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

Attendees:

CCC Members: Chairman Fran Paquette , Commissioner Joe Capone, Commissioner Ed Pietrewicz,
& Commissioner Scott Najarian Absent : Commissioner John Budd
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 12:22pm.

2. Acceptance of Minutes of Previous Meetings: February 24th, 2011

Chairman Paquette noted one correction to the meeting minutes on top of Page 2, Ostrow was incorrectly spelled.

Commissioner Capone motioned to accept the meeting minutes of February 24th, 2011; seconded by Commissioner Najarian. (4 yeas, 0 nays) *Motion passed.*

3. Rent Credit Request

Heather Gould's office has received a letter of request for information about applying for a rent free application; therefore a rent credit request could be forthcoming in the near future, but likely for next fiscal year.

4. Miscellaneous Items - N/A

5. Other Capital Projects – Heather Gould

Capital Investment Program / DCU Center Improvements

A City Manager Directive was submitted to the Commission to proceed with a \$20 million dollar "all in" program and also provided outline of potential funding sources for the DCU Center Master Plan Project including 1) Installation of Arena Roof Solar Panels for energy conservation leading to eligibility of receiving tax credits, 2) ESCO Program which requires \$26 million dollars up front (not feasible), 3) Naming Rights Agreement Renewal with Digital Federal Credit Union with renewal fees to be negotiated, and 4) Increasing Surcharges that are presently in place and/or Parking Surcharge-Special Finance District (clarification to be given by Tom Zidelis on this item plus potential revenue numbers that could be generated from these proposed increases), 5) Increased Borrowing Capacity on Old Notes, and 6) Special Finance District if an additional hotel property were to be added within City Square.
(Directive Outline attached)

Arena Solar Panels – John Odell, City Energy Manager, has stated that the panels would be very light so weight on top of roof was not his concern but, age of the roof was, especially if over 10 years old. Chairman Paquette mentioned the weight of the new scoreboard unit and how that might impact the additional panels regarding weight concerns. Sandy Dunn voiced that the panels are certainly worth pursuing but also felt that having a Sasaki structural engineer was imperative.

The Skybridge piece of the Master Plan project is still "up in the air" however, the City Manager is in active discussions with the Hilton Garden Hotel owner. Heather did express that this piece was leaning

towards NOT being completed. Commissioner Paquette inquired about Digital Federal Credit Union and whether it was anticipated to expect a renewal of their naming rights agreement. SMG offered that DCU has indicated being nothing but “thrilled”, but their financial world has changed significantly over the past three to four years, along with many others, so it will be a wait and see situation.

A priorities list, compiled by SMG, Sasaki, and Rob Antonelli was also included in the attachment and the City was looking for feedback as to if this list encompassed all items to the Commissioner’s understanding of previous prioritization. An additional “Priorities” meeting was scheduled for Commissioners on Tuesday, March 29th, at 2:30pm in the Conference Room of the DCU Center for further review. Heather to check with Mr. Odell to see if he can also attend this additional meeting. She will also follow up with Sasaki as far as the new in place ADA regulations that were implemented in mid-March and how that effects the prioritization of line items.

Commissioner Pietrewicz asked for further clarification on the ESCO program and how that actually works, which a detailed explanation was provided by Rick Trifero. In summary, the ESCO program allows up to a twenty year payback with the savings from the energy efficiency.

Arena/Convention Center Vaults - This item still outstanding with no further information to report at this time.

Sandy Dunn reported that SMG has yet to submit to the City the Capital information for the DCU Center, which is approximately at \$750,000.00 and stressed the importance of how the capital is actually funded once it arrives at the pay-out process.

6. SMG Reporting

a. Financial Statements – Julio Iorio / Sandy Dunn

The January financials were deferred from last meeting and general discussion commenced on both sets of statements for January and February 2011.

The projected roll forecast is not positive and is likely a culmination of a three to four year decline cycle. The arena is down in concert activity and has been experiencing significant changes with promoters, the “one-off” family show / sporting type events did not drop in as they had in past years, we are in an off year with not hosting an NCAA tournament event, which highly impacts our financials. The snow removal budget was above and beyond this year with such a harsh winter. The Convention Center has also experienced some level of decline with shows not materializing, less attendees than prior years and audio/visual needs reduced. Unexpected escalator upgrades (estimated at \$4,200.00) was mandatory in light of recent incident at the Auburn Mall. We are continuing to monitor the situation very closely. Chairman Paquette inquired if we are losing business to the other facilities that have completed upgrades. SMG indicated that the DCU Center is definitely seen as the “older” building, but on the contrary had fantastic comments from Elton John’s agent, Howard Rose during his appearance here, which can make a great impact in the industry on the West Coast. For the upcoming season, the Boston Pops will be returning, along with NCAA Hockey, and the newly awarded Jr. Synchronized Skating Championships.

b. Sales Report – Jim Moughan

The Convention Center will host a Mixed Martial Arts “The Beast Comes East” Fight on May 20th. Benny Hinn is scheduled for August of this year with potential to utilize both facilities. The Nurses’ Association has contracted for the years 2012-2013 along with New England Greenhouse for 2012. The Sales Department continues to focus on finalizing contracts years in advance. Proposal out to Greenstar Mass Buyers Purchasing Agents, which merged with our former client, Mass Buy-Recycle, for a 500 booth trade show with large use of hotel rooms expected. An Arena proposal with Turning Point Ministries, religious organization is also very hopeful.

c. **Monthly Highlights – Sandy Dunn (Departmental Highlights Report attached)**

The arena hosted MIAA Hockey and Basketball events last week to a great success. The Brew Woo Festival, featuring over 30 vendors, will be held Saturday, April 23rd, in our Convention Center facility as a self-promoted attempt to raise revenues. Cirque du Soleil's Michael Jackson Immortal Tour went on sale for May of 2012 with a second show option. The DCU Center is the only New England stop of the tour at this time.

Commissioner Pietrewicz inquired whether a revenue stream could stem from "Live Feed" usage at the facility during events. SMG would have to charge an additional "origination fee" for this service, which would prove to be too costly for many clients and potentially risk their business.

7. New Business

Chairman Paquette reported hearing very positive feedback on the recent Public Skate that was held at the facility and sponsored by DCU.

Ticketmaster's Live Analytics – Program Information Enclosed

8. Dates and Time of Subsequent Meetings

***Tuesday, March 29th, 2011 at 2:30pm – Master Plan Priority Review Meeting
DCU Center Conference Room***

***April 28th, 2011 / Noon – Civic Center Commission Monthly Meeting
DCU Center Conference Room***

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

Meeting Adjourned – 1:18pm



CIVIC CENTER COMMISSION

MONTHLY HIGHLIGHTS – April 2011

FOOD & BEVERAGE DEPARTMENT

- March a very busy month –
Prepared 2,250 Turkey & Ham sandwiches in 2 days for NEWA
Sold - 4098 Pretzels and 3482 Hotdogs
- 242 lbs of food donated to local food banks

FINANCE AND HUMAN RESOURCES DEPARTMENT

- Completion of first round of CPR training classes for security and operations personnel (paid for by state grant funding)
- New coding system implemented at employee time clocks for tracking event specific labor hours. Testing in one department resulted in positive feedback with anticipated rollout in other departments in the next months. System should reduce supervisor overhead time.

EVENTS

- Diocese Men's Conference returned with their largest attendance in 10 years.
- Elton John packed the Arena on March 12th with an incredible 3 hour performance. Fans were surprised when Sir Elton brought guest Leon Russell on-stage to accompany him mid-performance! Restaurants downtown and throughout the City were jammed.
- The DCU Center along with Disney on Ice helped make the wishes of 10 young girls battling cancer come true. On April 7th, 10 girls and their families, with the help of Why Me? Sherry's House, were given true princess makeovers. Upon their arrival to the DCU Center that Thursday afternoon, they were transported to Capelli Avanti Salon on Grove Street by Knights Limo and given the royal treatment of hair and nails. After which, they changed into their princess dresses and were brought back to the DCU Center for a pre-show Tea Party with Cinderella and Princess Tiana from the Princess and the Frog. They then settled in to see the opening night performance of Disney on Ice presents Princess Wishes.
- Sharks have announced a reduction of the regular season schedule from 80 games to 76 games which will reduce DCU Center from 40 to 38 home games. It is anticipated that this could benefit the overall average attendance to provide for no change in financial results. A separate press release is attached as exhibit.
- A second show for Cirque du Soleil's Michael Jackson – The Immortal Tour was added for May 17th, 2012 and tickets are on sale now for both performances.

MARKETING DEPARTMENT

- Two exciting events went on-sale in the month of March: USA Gymnastics Junior Olympic Level 9 Eastern Championships (May 6-8) and The Beast Comes East/Live Mixed Martial Arts Action (May 20).

OPERATIONS, HOUSEKEEPING, PHYSICAL PLANT DEPARTMENTS

- Removal of ice for this season and shut down of ice plant. All equipment to be cleaned, repaired and stored for the summer.
- Spring cleaning has begun with a refinish of Convention Center terrazzo floor and some cleaning on the exterior. More to come.
- Painting and rug cleaning in arena dressing rooms and various service areas in anticipation of Elton John and his entourage.
- Plaza Light Poles that were damaged over the winter were re-installed. Balance to be removed for reinforcement over the next month.
- Four ice machines repaired in food service
- Plexi cover seal for water room pit designed, built and installed
- Additional exterior lighting added outside Door # 2
- Rented carpet cleaner/extractor to clean new convention center carpet. Purchase is essential through capital program this year.
- Began some preliminary renovations in the Superboxes.

SALES

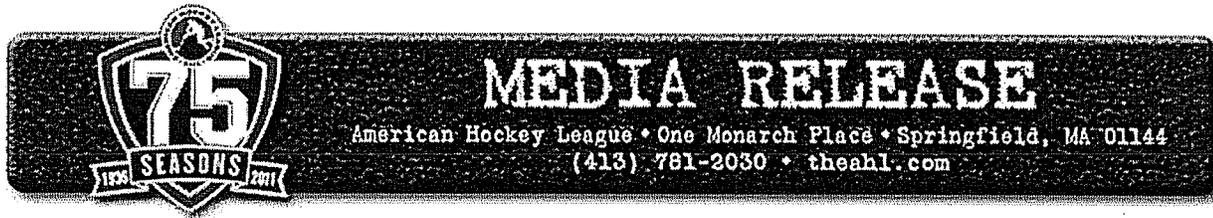
Name	Banquet /Social	Conference /Convention /Tradeshow	Date of Event	# of Days	Anticipated Attendance	New Business	Repeat Business
Banquet/Social Contracts							
Pre-Sharks Reception	1		03/25/11	1	60		1
Pre-Sharks Dinner	1		04/02/11	1	80		1
	2			2	140		2
Conference/Convention/Tradeshow Contracts							
RE/MAX Prestige Sales Rally		1	04/20/11	1	150	1	
The Protector Group Employee Meeting		1	09/23/11	1	100		1
Fred Pryor Seminar		1	09/28/11	1	35		1
Fred Pryor Seminars		4	Sept. 11	4	140		4
Cross Country Seminar		1	07/28/11	1	35		1
Worcester Bridal Expo		1	1/6-8/12	3	2,500		1
Imperial Distributors		1	9/25-28/11	4	400		1
Imperial Distributors		1	2/27-3/1/12	4	400		1
CSMNE		1	10/2-4/13	3	450		1
CSMNE		1	10/1-3/14	3	450		1
CSMNE		1	9/30-10/2/15	3	450		1
MA Downs Syndrome Conf.		1	03/17/12	1	550		1
UCF Jack Frost Challenge		1	12/04/11	1	1,500		1
Spirit Sports Cheerleading		1	12/17/11	1	1,500		1
Healthy Book Tour		1	04/10/11	1	600	1	
Monsters of Hip Hop		1	11/11-13/11	3	450		1
		19		35	9,710	2	17

Name	Banquet /Social	Conference /Convention /Tradeshow	Date of Event	# of Days	Anticipated Attendance	New Business	Repeat Business
Proposals							
Worldwide Marriage Encounter		1	10/15/11	1	180	1	
Taysha Lujon Sweet 16 Party	1		Nov. 2011	1	150	1	
Mary Walker Wedding	1		10/01/11	1	150	1	
Plumbers & Pipefitters Local 4		1	Spring. 11	1	30	1	
Collaboration for Educational Services		1	08/31/11	1	105	1	
2012 Organic Conference		1	06/14/12	1	900	1	
Hagg Graduation Party	1		06/17/11	1	125	1	
Smart Grid Summit		1	6/14-16/11	3	300	1	
RE/MAX Prestige Sales Rally		1	04/20/11	1	150	1	
Fallon Community Health Plan Employee Mtg.		1	06/23/11	1	850	1	
Associated Industries of MA Healthcare NE Emergency Med. Research Dir. Conf.		1	06/21/11	1	100	1	
Epic Brands Cheering		1	March. 2012	1	270	1	
2013 Pharmacy Conference		1	04/15/12	1	1,500	1	
Mark Hubbard/Promoter - concert		1	March. 2013	1	700	1	
National Seminars		1	May/June 2011	1	4,500	1	
MA Green Career Conference		1	9/22&26/11	2	60		1
Tight Crew Promotions - concert		1	Oct. 2011	1	300	1	
Auburn High Prom	1		07/23/11	1	2,500	1	
American Diabetes Convention		1	May. 2012	1	400	1	
Physicians Assistants Conference		1	TBD 2012	1	600	1	
UMass Emergency Medicine		1	TBD 2012	1	350	1	
Healthy Book Tour		1	9/21-22/11	2	300	1	
	4	19	04/10/11	1	600	1	
				27	15,120	22	1
Site Visits & Appointments							
Rosario & Tito Lujon - Sweet 16							
Al Jones - Imperial Distributors							
Mary Walker - Wedding							
Katlyn Heerer - Intern							
Julia Zinn - Intern							
George Santiago - Airsoft Expo							
Suely Rodriguez, Brazilian Expo							
Doug Miller - Urban Expositions in Boston							
School Nutrition Association							
MCPHS							
NECSA							
Keith Woods, Tight Crew							
Lou Monti, Monument Dealers Association							
ALPACA Breeders Association							

Trackable overnight room pick-up for Mar. 2011

Event	Date	# of Days	Rm Nights			
Central MA Flower and Patio Show	2/28-3/7/11	8				
Imperial Distributors	2/28-3/3/11	4				
Elton John	3/12/11	1				
2011 ADDP Conf.	3/18/11	1				
New England Railroad Club	3/22/11	1				
The Marketing Arm	3/23-24/11	2				
Star Systems Talent	3/25-27/11	3				
New England Waterworks Conf.	3/28-31/11	4				

EXHIBIT



FOR IMMEDIATE RELEASE
April 13, 2011

AMERICAN HOCKEY LEAGUE ANNOUNCES SCHEDULE MODIFICATION TO BEGIN IN 2011-12

SPRINGFIELD, Mass. ... The American Hockey League announced today that its Board of Governors has approved a schedule modification plan beginning with the 2011-12 season.

Under the plan, the regular-season playing schedule will be reduced to 76 games; the AHL playing calendar will be extended by one week; all sequences in which teams play four games in five nights will be eliminated; and the first round of the Calder Cup Playoffs will be reduced to a best-of-five series.

“As our league has grown in recent years, we have been working closely with the National Hockey League and the Professional Hockey Players’ Association to seek a solution to what has become a very onerous playing schedule,” said **David Andrews**, President and CEO of the American Hockey League. “As our league has grown and our game has become faster and more physical, the wear and tear on our players has begun to affect player development and at times the quality of competition. These steps are intended to provide a safer environment for our players through increased rest and recovery time, and also to provide our fans with an even higher caliber of play as a result of reduced player fatigue.”

[Read David Andrews' letter to AHL fans here](#)

Celebrating its historic 75th anniversary season in 2010-11, the American Hockey League continues to serve as the top development league for all 30 National Hockey League teams, with more than 85 percent of today’s NHL players and 22 of 30 NHL head coaches having graduated from the AHL. Through the years, the American Hockey League has been home to more than 100 honored members of the Hockey Hall of Fame.

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