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WORCESTER CITY CLERK

2011 MAY 13 P 12: 36

**CIVIC CENTER COMMISSION
MEETING MINUTES
April 28, 2011**

Attendees:

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

City: Heather Gould

SMG: James Moughan, Sandy Dunn

Minutes Prepared by: Paige Williamson, SMG

1. Call to Order:

Chairman Paquette brought the meeting to order at 12:16pm.

2. Acceptance of Minutes of Previous Meetings: March 24th & 29th 2011

Chairman Paquette noted that "Chairman" Capone's name needs to be omitted and replaced with Chairman Paquette's name.

Commissioner Capone motioned to accept the meeting minutes of March 24th & 29th, 2011; seconded by Commissioner Budd. (5 yeas, 0 nays) *Motion passed.*

3. Rent Credit Request - N/A

4. Miscellaneous Items - N/A

5. Other Capital Projects – Heather Gould

Capital Investment Program / DCU Center Improvements

The "all in" figure for the improvement project is \$20 million dollars. The City is currently awaiting response from Sasaki on the Phase I priority information that was readdressed. No further update is available with regard to the solar panels, as John Odelle is awaiting Honeywell's finalization of their current projects. Two potential funding options 1) Increased Parking Fees and 2) Increased Ticket Surcharges have been inquired upon through Tom Zidelis and David Moore's offices, as to what would be required should it be decided to act upon. Based on Fiscal 2009 figures, there is potential for approximately \$50,000.00 to be generated. The increased parking fee option would be less complicated of the two. Heather has also contacted the grant office to research additional funding programs including possibly Homeland Security.

With regard to the new ADA requirements, areas of construction must be 100% compliant, so the general thought process would be NOT to open the arena bowl as part of the construction in Phase I. There would be a certain process that must be followed and approved by the Architectural Access Board with regard to ADA.

Focus at this time is to narrow the financial gap of the funds needed to begin rather than the project design components. Commissioner Pietrewicz offered to meet more often with the Commission, if that is what it would take to help get the project moving forward. Meetings must be posted 48 hours prior to the start. Sandy Dunn inquired if there was anything that SMG and the Commission could be doing now to see quicker action on the funding programs for this project. Heather did report that Sasaki is slow at responding to inquiries. Chairman Paquette suggested possibly a separate meeting be scheduled with Sasaki. The bid process was outlined (about a nine month period) and therefore, decisions would need to be made in the next three months.

Commissioner Pietrewicz motioned to have SMG provide to the Commission a market analysis of parking fees; seconded by Commissioner Capone. (5 yeas, 0 nays) Motion passed.

Arena/Convention Center Vaults -

Tim Boucher provided an update, through Heather, on the vault progress. Fontaine has started their work and has notified National Grid of this. Fontaine will contact National Grid when it is clear for them to begin their piece of the project.

Sandy Dunn inquired if there has been any movement on regular capital based on the desperate need for three boilers to be replaced in the convention center. Heather asked for back up to be provided as soon as possible and a meeting to be scheduled with Rick Trifero and our Physical Plant Manager on this issue.

6. SMG Reporting

a. Monthly Highlights – Sandy Dunn (Report Attached)

AHL has reduced the hockey schedule to 38 home games instead of 40. The DCU Center reaches out to the community in way of food donations to area shelters in need. A carpet steam cleaner was rented to treat the new carpet and is also included as a line item in the capital request for this coming year. The hottest product of 2012 is Cirque du Soleil's Michael Jackson – The Immortal Tour scheduled for Worcester in May of 2012. Based on Worcester being ahead of pace with the initial show, a second show was added. American Idol is also returning on September 1st to the DCU Center.

b. Sales Report – Jim Moughan

Imperial Distributors held their first event at the DCU Center and was very pleased at the success that they will be returning as a twice a year client. CMSNE has booked their Northeast conferences through the year 2015. Healthy Book Tour was a last minute drop in booking. Monsters of Hip Hop is an instructional dance event encompassing participants from 20 different states.

c. Financial Statements

Chairman Paquette commented positively on the financial numbers generated from the MIAA events in March, particularly MIAA Basketball Finals with event income reported at \$35,000.00.

7. New Business – N/A

8. Dates and Time of Subsequent Meetings

*May 19th, 2011 / Noon – Civic Center Commission Monthly Meeting
DCU Center Conference Room*

The June 23rd, 2011 meeting has been rescheduled to June 30th at 12:00pm.

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

Meeting Adjourned – 12:53pm



**CIVIC CENTER COMMISSION
MONTHLY HIGHLIGHTS – MAY 2011**

FOOD & BEVERAGE DEPARTMENT

- 104lbs to Worcester County Food Bank
- In May, the DCU Center will be host to 7 High school proms with over 2,800 dinners served.

FINANCE AND HUMAN RESOURCES DEPARTMENT

- Julia Iorio attended the national SMG conference for Directors of Finance. Highlights included updated and new best practices in various areas, including: cash controls, fraud prevention (ghost employees/vendors, skimming revenues, embezzlement), Solomon accounting system, reporting of incidents to insurance company, etc.
- Preliminary audits for FY11 have been scheduled with Bollus Lynch for July.
- New reporting has been created for the calculation of room occupancy percentage rates in the convention center. This will provide enhanced analysis on a year-to-year basis for sales, revenues, utility costs, etc. Occupancy numbers for the first 3 months were January 2011- 25%; February 41% and March 65%.
- Attendance by Sandy Dunn and David Hunt, HR Manager, at a Labor Law Update sponsored by one of our current law firms. Topics included updates in both Federal and Massachusetts labor law, as well as various collective bargaining updates and trends.

EVENTS

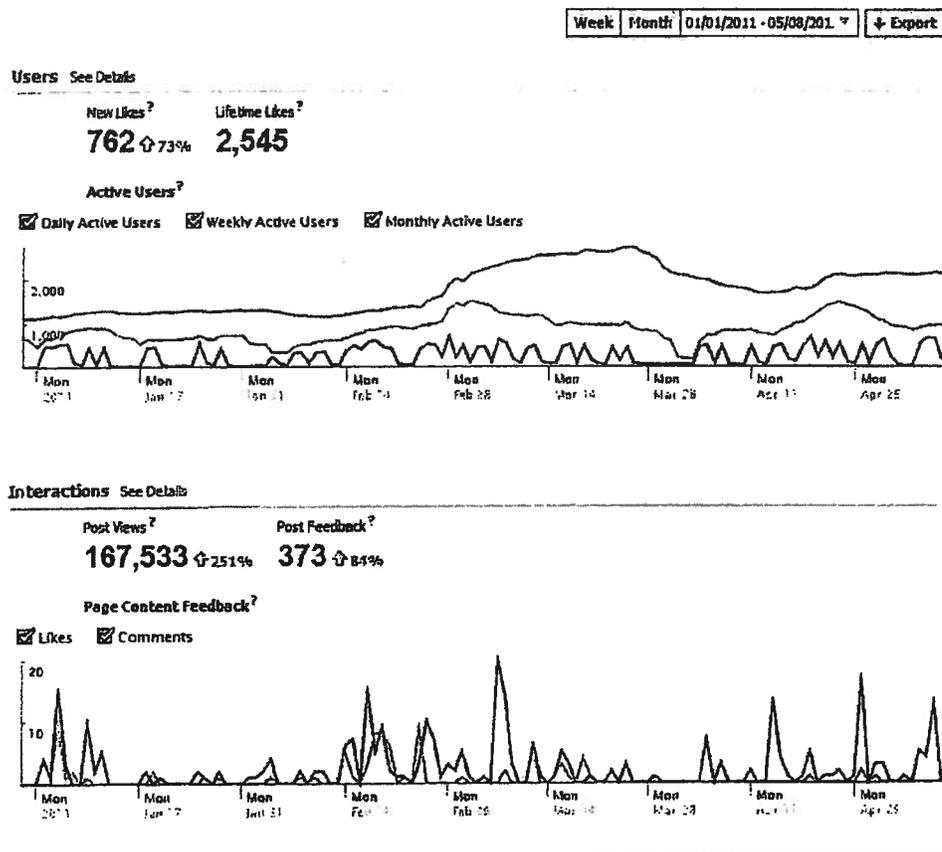
- Brew-Woo, Worcester's First Annual Craft Beer Festival, was a first year success by all accounts from vendors, patrons and the media. The event also opened a new niche in the Convention Center in identifying potential low risk events not currently served in the marketplace while enhancing venue relationships and providing for a greater awareness of the Convention Center's flexibility. GrillSeekers TV was on location filming for a future episode to be aired on a date to be determined on NESN. Keep an eye out.
- The USA Gymnastics Junior Olympic Level 9 Eastern Championships brought elite athleticism and tourism to the City of Worcester. At the Friday evening session, 1984 All Around Olympic Champion, Mary Lou Retton, watched as her daughter competed on Mother's Day weekend. Families from east of the Mississippi filled hotel rooms across the city. A continuous refrain we heard was how impressive the event, the facility and the City is with comments on the convenience and affordability of the

destination. Destination Worcester along with the primary organizers of this event in the regional gymnastics community continue to assist with identifying potential gymnastics events and competitions that are viable for Worcester.

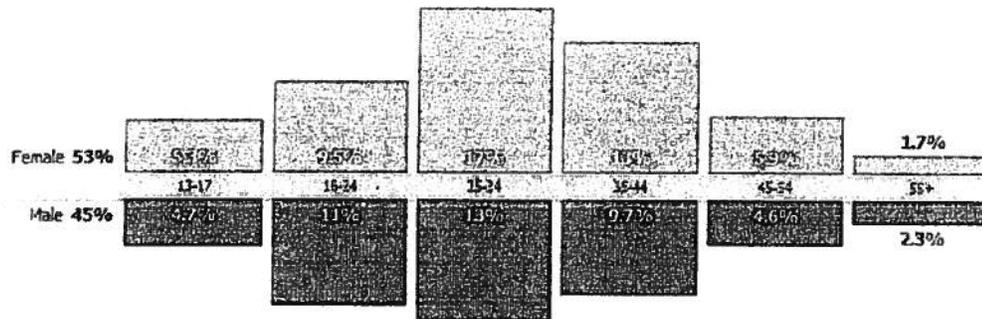
MARKETING DEPARTMENT

Update on social & interactive media:

- Facebook – The DCU Center Facebook Page continues to grow in numbers. Facebook has become a very important marketing tool in business as it allows the end-user (customer, client, patron) to give feedback, review, inquire and interact on multiple layers with the business. People will talk about your business online whether you're listening or not; Facebook is a medium that allows us to be a part of that conversation. Below are some very basic statistics on our Facebook users between 1/01/11 and 5/08/11.



Demographics



Countries?

2,440 United States
 34 Canada
 12 Ireland
 4 France
 3 Mexico
 3 Brazil
 3 India
 2 Indonesia
 2 Venezuela
 1 Bulgaria
 1 Bangladesh
 1 Algeria
 1 Australia
 1 Germany
 1 Jamaica
 1 Honduras
 1 Kenya
 1 Ecuador
 1 Japan
 Less

Cities?

1,049 Boston
 106 Oxford
 105 Livingston
 57 Springfield
 51 Shrewsbury
 50 Woburn
 47 Dallas
 46 Gardner
 44 Chicago
 43 Issaquah
 40 Providence
 37 New York
 26 Needham
 26 Waterloo
 24 Sterling
 21 Harrisburg
 20 Hartford
 19 Doylestown
 19 Worcester
 Less

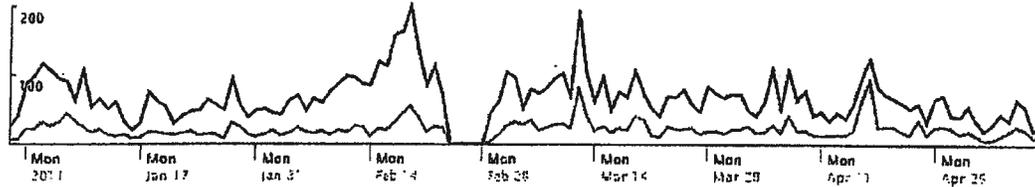
Language?

2,450 English (US)
 37 English (UK)
 14 Spanish
 5 French (France)
 4 Portuguese (Brazil)
 2 Arabic
 2 Spanish (Spain)
 2 Leet Speak
 2 Indonesian
 1 Bulgarian
 1 Korean
 1 Japanese
 1 Turkish
 1 Russian
 1 Portuguese (Portugal)
 Less

Activity

Page Views²

Page Views Unique Page Views



Total Tab Views²

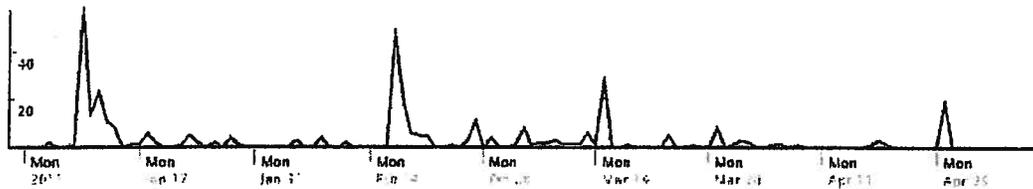
6,377 Wall
870 Information
185 Photos
136 Events
107 Events | events
54 | notes
41 Events | pe
35 Video
25 | taggednotes
More

External Referrers²

598 doucenter.com
250 google.com
17 dymerny.com
12 centrumcentre.com
10 bing.com
10 fmmf.org
10 google.ie
8 search.yahoo.com
7 us.mg4.mail.yahoo.com
More

Media Consumption²

Video Views Audio Listens Photo Views



Website

- The DCU Center website also continues to grow and evolve. With updated features like video, photos, contests and useful information, the DCU Center website has grown in popularity. We will continue to look at avenues of growth on our website, both in terms of revenue-generating programs and in brand awareness / resourcefulness.

The DCU Center website averages (data taken from 2010 calendar year):

606,626 total visitors
2,556,459 total pageviews
49,256,804 total hits
1,664 visitors per day
7,026 pageviews per day
135,357 hits per day
4.11 pageviews per visitor
77.28 hits per visitor

- Current subscriber count for e-news from the DCU Center is 191,770.

- Various meetings with the City of Worcester Economic Development Department, Destination Worcester, and Central Massachusetts Convention and Visitor's Bureau regarding current marketing of the City, long term sales efforts for the convention center and the City meeting and sports facilities, event development within the City, and servicing the visitors within the City. More to come...
- Travel to various SMG facilities - Dunkin' Donuts Center (Providence), Rhode Island Convention Center (Providence), and Times Union Center (Albany) for updates and discussions around advertiser and sponsorship trends in addition to tours of the various facilities.
- Sandy Dunn presented on two panels. One was hosted by the Blackstone Valley Chamber of Commerce – "Women in Leadership" and the second was the Massachusetts Office of Travel and Tourism – "Governor's Conference" on a sports panel specifically focused on maximizing the economic return to various stakeholders through sporting events.

OPERATIONS, HOUSEKEEPING, PHYSICAL PLANT DEPARTMENTS

- Summer annual cleaning continues in both facilities including windows cleaning and carpets.
- Balance of the exterior plaza poles have been sent out for reinforcement. Banner replacement concepts in discussion with Sharks.
- Plaster and repainting of the ceiling in the Shark Tank
- Various other repairs, cleaning, and painting throughout the facility.
- Active month of events in the Convention Center.



**Civic Center Commission
Monthly Sales Report May 2011**

Name	Banquet/ Social	Conference/C onvention/Tra deshow	Date of Event	# of Days	Anticipated Attendance	New Business	Repeat Business
Banquet/Social Contracts							
	1		12/10/11	1	800	1	
Conference/Convention/Tradeshow Contracts							
FCHP Employee Meeting		1	6/23/2011	1	850	1	
Umass Ultrasound Training		1	5/1-5/11	5	6	1	
AIM Healthcare Forum		1	06/21/11	1	75	1	
Institute for Natural Resources		1	08/04/11	1	150	1	
MA Fatality Conf.		1	09/22/11	1	150	1	
Smart Grid Summit		1	6/14-16/11	3	300	1	
Fred Pryor		1	10/15/11	1	35		1
Cross Country Seminar		3	Jul. Aug. 2011	3	105		3
Hall of Fame Dance		1	2/23-26/12	4	1,200		1
DanceXplosion		1	3/30-4/1/12	3	1,200		1
New England Waterworks		1	3/31-4/3/14	4	2,200		1
		13		27	6,271	6	7
Proposals							
Mysteries of the Mark of the Beast		1	9/21&22/12	2	3,000	1	
MassWINS Meeting		1	Spring 2011	1	200	1	
Dresser-Rand Training		1	Jun. 2011	3	40	1	
Intel Microsoft Meeting		1	6/1&2/11	2	200	1	
MA Engineering Exam		1	4/12-14/12	3	200		1
Umass Ultrasound Training		1	5/1-5/11	5	6	1	
AIM Healthcare Forum		1	06/21/11	1	75	1	
Institute for Natural Resources		1	08/04/11	1	150	1	
Journey for Humanity Ministry		1	09/08/11	1	8,000	1	
Words of Peace Ministry 40th anniversary		1	Summer 2011	4	20,000	1	
Eaton Meeting		1	7/15-17/11	2	300	1	
World Wide Spirit Association, Cheering		1	Spring 2012	2	2,000	1	
PitBull Concert/Hip Hop		1	07/03/11	1	6,000	1	
Church of God of Prophecy		1	10/2-6/12	5	3,800	1	
Insurance Meeting/CVB Lead		1	05/26/11	1	120	1	
		15		34	44,091	14	1

Site Visits & Appointments

Rev. Barry Kimbrough - 7th Day Adventist
 Auburn HS Prom Committee
 Richard Cipro, 211th Military Ball
 Mark & Katie Stukowski/Wedding client
 Barbara Miller Green Star Conference
 Michael Glynn Pet Expo Promoter
 Joanne Picclone Eaton Corporation
 Thomas Guerriero Sports Promoter
 Dean Renke Worcester 1/2 Marathon
 Joan Ross, Words of Peace Ministry

Jonathan Sauer, Hunting and Fishing Expo

Conf./On sale Arena Events

American Idols Live

09/01/11

Trackable overnight room pick-up for April 2011

Event	Date	# of Days	Rm Nights
DanceXplosion	4/1-3/11	3	62
Pathways Institute	4/1-3/11	3	57
Sewing & Quilt Expo	4/5-9/11	5	322
Disney on Ice	4/6-10/11	5	238
SAN Annual Business Meeting	4/13/11	1	71
MA Minuteman Championship	4/15-17/11	3	115
N.E. Convenience Stores	4/25-27/11	3	146
MA HOPE	4/28-30/11	3	394
		26	1,405

Hilton Garden Inn, Courtyard by Marriott, Hampton Inn, Quality Inn and Residence Inn reporting