

**CIVIC CENTER COMMISSION
MEETING MINUTES
January 20, 2011**

Attendees:

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

City: Heather Gould

SMG: Sandy Dunn, James Moughan, Julia Iorio

Minutes Prepared by: Paige Williamson - SMG

1. Call to Order:

Chairman Paquette brought the meeting to order at 12:20pm.

2. Acceptance of Minutes of Previous Meetings: December 22nd, 2010

Commissioner Pietrewicz motioned to accept the December 22nd, 2010 minutes; Commissioner Capone seconded the motion. (5 yeas, 0 nays) *Motion passed.*

3. Rent Credit Request - N/A

4. Miscellaneous Items - N/A

5. Other Capital Projects - Heather Gould

A transition team walk through was conducted of the DCU Center facility which was attended by Heather Gould, Rick Trifero, Sandy Dunn, Robert Hornbaker (Director of Ops), & Frank Aucoin (Physical Plant Manager).

Though Rob Antonelli was hopeful to have a draft available of the master plan ready for this meeting, it unfortunately is not available. A meeting with Sasaki is being planned with the City Manager, Tim McGourthy, Heather Gould, and Paul Moosey (DPW).

Commissioner Budd & Chairman Paquette felt strongly about having a Commission representative at the upcoming meeting and asked that Heather take this recommendation back to the City Manager for consideration. Commissioner Capone stated that, if the Manager wanted their attendance, he would request someone to attend.

Commissioner Pietrewicz motioned to assign Chairman Paquette and Commissioner Capone to attend the upcoming Sasaki meeting once the City Manager's decision is made regarding Commission representation. Commissioner Capone seconded the motion. (4 yeas, 1 nay - Najarian) *Motion passed.*

DCU Center Improvements -

The Vault where National Grid is installing the new transformer has been inspected by the City. An issue has been identified with three / 3-inch vent pipes and one / 4-inch drain pipe. The pipes are to be removed or relocated. Tim Boucher has been working on a new design plan and is awaiting a quote from the contractor. The work timeframe will be about two weeks once the quote is received, followed by National Grid's eight week install process. The final connections

will then be made by the City. Tim Boucher will continue to update Heather as the project continues.

Chairman Paquette inquired about the status of the Esco funding. Heather reported that the Esco figures had come in a lot less than expected back in October and she no longer believes that this option is being considered. Other opportunities throughout the City are being looked at for additional funding at this time.

6. SMG Financial Statements – Julia Iorio

December 2010 Financials were presented highlighting Food and Beverage sales during the back to back Phish concert performances on 12/27-28/10. Due to the severe winter weather, approximately 2,000 individuals did not attend that had tickets. Even with this, the sales were very significant. Commissioner Najarian inquired about positive impact to the area. Uno's reported record sales and other establishments also reported strong sales as well.

An inquiry was made regarding the variance in numbers of the Spirit Sports event that was held in December compared to JamFest. Jim Moughan explained that Spirit Sports is typically held in January but due to a conflict in dates on their end, they had to make a last minute change and with holidays so close to their event, they were significantly impacted. They will return to their original January date next year.

7. SMG Sales Report - Jim Moughan / Convention Center

The Sewing and Quilting Show has gone to contract for the years 2012 and 2013. This event has great impact on the City with about 800 hotel rooms utilized. Cheerleading events continue to be a very big money maker for the convention center from years past. The Air Force Association is looking to conduct a three/four day recruitment-based conference utilizing the entire convention center with significant hotel usage.

Sandy Dunn / Arena

Cirque du Soleil is booked for the next three years in our facility and their new tribute product to Michael Jackson should appear in Worcester in 2012.

First Night Worcester was a great success with Joyce Kressler anticipating to once again approach the Commission for future events for consideration of rent free days. Commissioner Paquette voiced concern with advertising appearing in the Telegram & Gazette too soon after the rent free vote was approved and also for the continued lack of recognition the City receives as a sponsor of the event. Heather Gould stated that through Erin Williams of Cultural Development, Joyce had been reminded about the sponsorship recognition.

Due to high winds during the last snowstorm, our plaza lost two of the twelve poles, with four additional poles suffering cracks. The Sharks banners have been all taken down, but with a strong feeling that banner presence is needed in this area, it is being required that the banners will need to be of a different wind resistant material. Six of the twelve poles have been repaired to date.

8. SMG Monthly Highlights – Sandy Dunn (attached)

9. New Business

Heather Gould polled the Commissioners with regard to how the monthly meeting packages would be distributed prior to the meeting dates as home delivery will no longer be possible. The decision was made that mailing the packages would be preferred and if the financial statements are not ready (due to an earlier in the month meeting), the financials would be presented on the date of the meeting for review.

10. Dates and Time of Subsequent Meetings

*February 24th, 2011 - Noon – Civic Center Commission Monthly Meeting
DCU Center Conference Room*

Dates & Times of Subsequent Meetings for 2011 will be held every fourth Thursday of each month: March 24th, April 28th, May 26th, June 23rd

Commissioner Budd moved to adjourn the meeting; Commissioner Capone seconded the motion. (5 yeas, 0 nays) Motion passed.

Meeting Adjourned – 12:57pm



CIVIC CENTER COMMISSION
MONTHLY HIGHLIGHTS – FEBRUARY 2011

FOOD & BEVERAGE DEPARTMENT

- Savor Off-Site Catering marketing and PR continued –
Charity office lunch for 20ppl provided to The Rape and Crisis Center of Central MA
Promotional office lunch for 20ppl provided to winning entrant Bay State Savings Bank
- Booth display at the DCU Center Bridal Expo featuring strawberry topiary trees and cheese cake pops (orders were received for two weddings). Other on and off site catering options were highlighted during the event.
- Strong Sharks attendance this season results in F&B gross income being up \$65,000 over last year through the same number of games (24).
- 214 lbs of food donated to local food banks.

FINANCE AND HUMAN RESOURCES DEPARTMENT

- Completed the re-forecast for FY11 and began the preparation of the FY12 budget
- Answered final inquiries on FY 10 audit from city auditors, Bollus Lynch
- Awarded MA State grant funding for employee training including CPR/First Aid/Back Safety-Ergonomics. Training to be completed prior to the end of June.
- Completion of year end tasks including 2011 benefit open enrollment; completion and distribution of employee W2s and vendor 1099s.

EVENTS

- With heavy snow and full complement of events in both the arena and convention center, only one event rescheduled - Worcester Sharks – postponed twice from December 26th to January 18th to January 19th. Accommodations were made for all other events as necessary including a substantial investment in removing snow from Commercial Street to accommodate the requirements for Eastern Fishing and Outdoor Expo.
- Convention Center continued to receive high marks from events that book throughout the region and nationally as being "the most accommodating facility we use".
- "BrewWoo" will soon be announced for Saturday, April 23rd (the night before Easter) in the Exhibition Hall of the Convention Center from 3pm – 9pm. This event will be Worcester's 1st annual craft beer festival and is being produced by the DCU Center. All departments are contributing their expertise to ensure success of what is sure to become an annual event. Tickets will go on-sale February 28 through the DCU Center Box Office and TicketMaster. Preliminary pricing is at \$25.00 in advance and \$30.00 at

the door. With more than 40 breweries and other vendors already committed, this is sure to be a winning event on a date that is otherwise difficult to book. There will be entertainment in the form of live local bands; tastings from brewers as well as local food outlets; and seminar space for experts to give presentations (process of brewing, history of beer in Worcester, pairings, etc). Traditional concessions will also be available as well as a "Bar-BREW-Que" corner.

- Worcester Sharks have hosted record crowds during 2 back-to-back weekends in January. The first, Jan 22 was a tribute night to the former Worcester IceCats with a rare appearance of scratch. This night set a new franchise record with 9,803 fans in attendance. The following weekend, the Sharks hosted another sold out game (with curtains in their normal position) of over 7,000 fans. Sharks season attendance through the end of January is up 25% from last year.

MARKETING DEPARTMENT

- DCU Center will host a Public Skate presented by DCU-Digital Federal Credit Union to take place on Saturday, Feb 26th from 11am – 6pm with appearances by WXLO on-air personalities Mary Knight and Steve Donovan as well as Finz from the Worcester Sharks. Limited skate rentals will be available.
- Pitched DCU and secured various levels of sponsorship for several events in the facility. In addition to sponsoring the Public Skate, they are sponsoring exhibitor lunches for three upcoming trade shows (Auto Show, RV & Camping & Boat Show, and Spring Home Show); the Champions Breakfast for the MIAA State High School Basketball Championships; and the 2011 USA Gymnastics Women's Junior Olympic Level 9 Eastern Championship in May.
- DCU Center is pleased to welcome a new Advertising and Sponsorship Sales Manager, Trish Aponte.
- Demo of a new product for smartphone interface from fan to venue to fan. Product would include applications for in seat food and merch sales; interface with fan cams; posting pictures to the scoreboard; venue messaging of upcoming events; player stats; etc. etc. This particular company would provide for upfront investment at no cost to the venue in return for revenue share on the backend – banner ads, texting, data sharing to future advertisers. Continuing discussions with a goal of rolling out this type of product for the 2011-2012 season.

OPERATIONS, HOUSEKEEPING, PHYSICAL PLANT DEPARTMENTS

- Snow, snow, and snow removal, ice treatment and snow load monitoring.
- Installation of weather seals in all convention center doors.
- Removal of damaged light poles from place and prepare for repairs.
- Rebuilt back flow preventer water regulator in convention center water room and rebuilt the arenas 2 main water regulators.
- Replaced faulty gas regulators for convention center roof top units.
- Door hardware and door stop repair in various areas.
- Removed 2 additional rails at Door 18 (rotted). Awaiting information regarding facility improvements before proceeding with replacement.



**Civic Center Commission
Monthly Sales Report Feb. 2011**

Name	Banquet /Social	Conference /Convention /Tradeshow	Date of Event	# of Days	Anticipated Attendance	New Business	Repeat Business
Banquet/Social Contracts							
Sharks Booster Banquet	1		3/29/2011	1	100		1
Grafton HS Prom	1		05/02/14	1	400		1
	2			2	500		2
Conference/Convention/Tradeshow Contracts							
WSRS/WTAG Nurses Appreciation		1	9/22/2011	1	1000		1
MA Assoc. of Realtors Conf		1	10/17-19/11	3	1100		1
MA Teen Pregnancy Conf.		1	11/09/11	1	350		1
MCPHS Graduation		1	05/15/11	1	2,700	1	
MCPHS Nurse Pinning Ceremony		1	05/14/11	1	600	1	
Cross Country Education Seminar		1	04/14/11	1	35		1
Cross Country Education Seminar		1	05/04/11	1	35		1
Cross Country Education Seminar		1	05/11/11	1	35		1
Cross Country Education Seminar		1	03/23/11	1	35		1
Cross Country Education Seminar		1	04/06/11	1	35		1
Cross Country Education Seminar		1	04/07/11	1	35		1
Cross Country Education Seminar		1	4/20/2011	1	35		1
New England Rail Forum		1	03/22/11	1	200		1
Transfusion Medical Conference		1	11/16/11	1	250		1
PFG Foodservice Conf.		1	02/04/11	1	200		1
Offsite Meeting		1	9/13-15/11	3	700		1
InterNET Services Meeting		1	01/27/11	1	200	1	
CMI Education Institute		1	05/12/11	1	100	1	
Fred Pryor Seminar		1	07/28/11	1	30		1
New England Retail Crime Symposium		1	09/21/11	1	275		1
Insiders Edge		1	03/24/11	1	50	1	
Diocese of Worcester Men's Conf.		1	03/16/13	1	950		1
		22		26	8,950	5	17
Proposals							
InterNET Services Meeting		1	01/27/11	1	200	1	
CMI Education Institute		1	05/12/11	1	100	1	
Insiders Edge		1	03/02/11	1	50	1	
Staples Key Supplier Council		1	Sept. 11	1	320	1	
TOPS Conf.		1	Feb./Mar. 11	2	500	1	
Adcare Meeting		1	Apr. 11	1	250	1	
Ameriprise Financial		1	TBD	1	130	1	
Rowan Technologies		1	5/17-18/11	2	100	1	
CRANE Annual Meeting		1	Oct. 11	2	100	1	
2011 Witness Convention		1	7/16-17/11	2	450	1	
2011 Yellow Ribbon Post Mobilization		1	Apr. 11	2	210		1
Nuclear Energy Institute		1	July. 2011	1	150	1	
Siemens Corporation		1	2/8-10/11	3	15	1	
CPCS Training		1	2/14-18/11	5	250	1	
Worcester County Sheriff	1		Mar. 2011	1	400	1	
Univision 27		1	04/16/11	1	500	1	
Local Concert Promoter		1	Spring 2011	1	5,000	1	

Regional Environmental Council		1	TBD	1	350	1	
Mass Health IT Conference		1	4/27-28/11	2	500	1	
Youth Football Cheer Competition		1	11/27/11	1	7,000	1	
Abby Kelly Awards Dinner	1		03/26/11	1	200	1	
Columbia Pictures		1	May/Jun. 2011	15	TBD	1	
Latino Battle of the Bands		1	Spring 2011	1	2,000	1	
Alpha Gamma Delta	1		04/16/11	1	150	1	
New England Ed. Assessment		1	11/04/11	1	280	1	
	3	22		51	19,205	24	1
Site Visits & Appointments							
Elaine Foutsitzis - Ameriprise Financial							
Alpha Gamma Delta Staff							
Paul Vandale, MMA							
MCPHS Staff							
Charlie Harrington/Columbia							
PFG Staff							
Alan D'Alessandro, Karate Event							
Conf./On sale Arena Events							
Worcester State Graduation			05/14/11				
DCU Center Open Skate			02/26/11				
Disney on Ice Princess Wishes			4/7-10/11				
Trackable overnight room events for Jan. 2011							
Event			Date	# of Days	Rm Nights		
Wedding Expo			1/8-9/11	2			
Freestyle Motorcross			1/6-8/11	3			
Auto Show			1/26-30/11	4			
Headliners Performing Arts Competition			1/28-30/11	3			