

## CIVIC CENTER COMMISSION

Date: Thursday, December 07, 2023 at 8:30am  
DCU Center, 50 Foster Street, Worcester, MA  
2nd Floor conference room  
and virtually via Teams

### MEETING MINUTES

#### Attendees

##### Civic Center Commissioners

Chair Brissette, Dist. 1(remote attendee); Commissioner Alexander, Dist. 5; Commissioner Economou, Dist. 1 – chaired meeting; Commissioner Herideen(remote attendee), Dist. 1, Commissioner McEvoy, Dist 2

##### City Staff

Matthew Urban - Capital Projects Manager, Department of Public Facilities

##### ASM Global

Sandra Dunn, Jim Moughan, Melissa Day, and Bridget Canavan.

#### 1. Call to Order

Commissioner Economou chaired the meeting and called the meeting to order at 8:39am.

#### 2. Acceptance of Meeting Minutes

Chair Economou asked if all members have reviewed the meeting minutes for the meeting held October 26, 2023. Sandy Dunn noted a correction on the spelling of the name of the ASM Global Regional Vice President that attended. Commissioner Economou moved to accept minutes as noted.

Commissioner Economou called for a roll call of the attending members. Vote to accept minutes passed unanimously.

#### 3. Commissioner Appointments and terms

Comm. Economou raised the subject and gave the floor to Mr. Urban to discuss the end of Commissioner Alexander's term and the City Manager's current process to appoint Commissioner Alexander's replacement. Commissioner Alexander to continue until the replacement appointment has been completed.

#### 4. Rent Free Day Requests

**a. 1<sup>st</sup> Battalion 181<sup>st</sup> Infantry Regiment** – farewell ceremony before deploying in support of Operation Inherent Resolve. Commissioner Economou gave the floor to Mr. Moughan to present the requested rent free day use of the convention center's 1<sup>st</sup> floor exhibit floor for a private ceremony for the national guard members and their families. Commissioner Economou made a motion to approve. Unanimous roll call vote.

**b. UMASS Memorial Medical Center – DCF Holiday Party.** Mr. Moughan presented the event and noted this is the 6<sup>th</sup> annual event held at the DCU center by UMASS. Commissioner McEvoy was asking for confirmation that the list of all rent free dates provided for this year were not updated to include today's applicants. S. Dunn agreed the dates were not updated to include

the current items discussed today but both events fit within open dates. Commissioner Economou made a motion to approve. Unanimous roll call vote.

## **5. City of Worcester Project Status Update**

Matthew Urban reviewed the active projects at DCU. Next project is under design to replace the whole facility fire alarm systems. The city is looking to go to bid in the next couple months on that project. Mr. Urban noted the City is currently reviewing projects for the next fiscal year borrowing. Ms. Dunn requested that future updates have old projects that have closed and already been presented to the commission, deleted. All agreed to keep the information cleaner to read. Ms. Dunn also noted the Domestic Hot Water Tank Replacement project is done. Mr. Urban confirmed we are 99% done and working through some minor punch list adjustments. Ms. Dunn pointed out that the leaking tank that was the original reason for this project has been replaced so it is no longer a concern for flooding the floor and space below. Mr. Urban confirmed. Mr. Urban noted that the capital planning also includes coordination with ASM Global to make sure the plan includes the schedule of events at the Civic Center, not just the borrowing and project estimates. The Department of Public Facilities is working with both ASM Global and the City manager's Office to finalize a plan moving forward.

## **6. AMS Global Update**

Ms. Dunn introduced their regional Vice President Mr. Les Crooks. He comes from the Corporate offices in Los Angeles.

### **a. ASM Global Updates**

Ms. Dunn noted appreciation for Mr. Urban's efforts on behalf of the City. Commissioner Economou agreed and noted appreciation for Julie Lynch, Chief of Public Facilities, for her prior efforts, especially due to the work load she had to deal with beyond the Civic Center. Ms. Dunn agreed and extended her thanks for Ms. Lynch's prior work.

ASM Global was purchased by Legends. This corporation provides another partner that adds to the strengths of ASM Global by including additional research divisions and knowledge of current event facility aspects and needs for today's facilities and uses. They should also help with adding to identifying the proper value of marketing and pricing of events. Final details to occur by February and complete purchase to take approximately 6 months.

ASM Global has a national deal with Play Easy. This gives places this venue on a larger platform across the country for new events and customers.

ASM Global provided targeted campaign to created new revenues for the building by selling advertising assets.

### **b. Community Initiatives**

Mr. Moughan discussed the reuse of the old banquet chairs and ASM Global's efforts to get these to charitable organizations rather than sending them to a landfill or recycling center. Of the nearly 3000 chairs replaced, less than 100 were sent to a landfill primarily due to the quality of the chairs, not for lack of finding a new home.

**c. Past and Upcoming Events Highlights**

Ms. Dunn noted that Trans Siberian Orchestra continued to have sales similar to past years. TSO chose this year, two charities, Homes for Troops and the Lupus Foundation of New England, to which a portion of their ticket sales are donated. Disney on Ice provided a charitable suite for the Why Me program.

Both Ms. Dunn (primarily focused on Arena events) and Mr. Moughan (primarily focused on convention center events) discussed recent events, as well as events later this year, highlighting whether these events were repeat customer.

**d. Marketing and Media Coverage**

S. Dunn highlighted the benefits of social media exposure for events. Other items were noted to be included in the packet provided the commission.

**e. Operations**

S. Dunn noted the completion of the hot water tank replacement project and how that removed a high concern of operations. She discussed the efforts for the preparation of the Zamboni and ice rink. Similarly, operations prepared the outdoor rink by City Hall. Certain modifications to service shack have been made to go back to the more efficient layout that was in place prior to the pandemic. George Sedares, who had recently retired from ASM Global, has been hired part time to manage the outdoor rink. Operations are adjusting to the new seating and the turnover efforts and how certain parts need different storage requirements. Mr. Urban is working with the vendor to see if we can have certain risers redesigned to better fit the operational needs. Commissioner Economou asked about alternate storage locations if needed. Mr. Urban cannot answer what might be available, as he has not been included in any discussions. Mr. Urban noted other areas and facilities have storage needs and the City is looking to identify options. S. Dunn noted only a few things could be stored offsite do to the need for quick turn overs.

**f. Savor-Food and Beverage**

Savor has donated brownies to the Fire Fighters Association event at Mechanics Hall, worked with St. John's food kitchen and are looking for other non-profits they can work with. S. Dunn noted that the soft pretzels have started to sell quite well once they wrapped their stand. S. Dunn noted that most of the "new" options people ask for do not really sell, but the popcorn and standard fair consistently sell. Grab and go sales have gone up and seem to really be working well.

**g. Finance**

Ms. Day presented the monthly financial report. Highlights include the current budget versus actuals showing less revenues at this early stage I the fiscal year and benefits for ASM Global employee open enrollment did not rise in costs (maintaining premium costs with no changes to benefits provided). S. Dunn noted utility usage/costs and identified that costs are high and curtailing usage when not needed is something they are continuing to do. Natural gas usage costs did not significantly rise like the electrical costs. Water usage was related to additional usage by contractors cleaning the Arena during new seating install, ice making, and the leaking of the tank prior to replacement.

**h. Sales**

Mr. Moughan reviewed the current and future sales by events.

**7. Next Meeting – January 25<sup>th</sup> 8:30AM. Voted and approved unanimously.**

**8. Adjourn** – Commissioner Herideen motioned to adjourn, Commissioner Alexander 2<sup>nd</sup> the motion, unanimously approved.