

**CIVIC CENTER COMMISSION
MEETING MINUTES
November 20, 2014**

Attendees:

CCC Members: Vice-Chair Commissioner Jim Knowlton, Commissioner, Commissioner John Harrity, Commissioner Lowell Alexander, & Commissioner John Brissette **Absent:** Chairman John Budd

City: Candee Raphaelson, Rick Trifero **Absent:** John Odell

SMG: Jim Moughan, Julia Iorio, Amy Peterson **Absent:** Sandy Dunn

Minutes Prepared by: Paige Williamson, SMG

1. Call to Order:

Vice Chair Knowlton brought the meeting to order at 12:18pm.

2. Acceptance of Meeting Minutes – October 23, 2014

Vice Chair Knowlton commented that Chairman Budd (in his absence) forwarded an email requesting that the minutes reflect his nomination and acceptance by the Commission to the position of Vice-Chair, with the recent appointment of Commissioner Budd to Chairman.

Commissioner Harrity motioned to accept the minutes of October 23, 2014, with the additional notation of Commissioner Knowlton to Vice Chair; seconded by Commissioner Brissette. (4 years, 0 nays).

Motion passed.

3. Major Projects – Rick Trifero

- a. **Expansion & Refurbishment Project** – Still in process is a change order for \$217,000.00 with Consigli Construction.
- b. **Capital Projects / Sound System, Boiler, & Lighting**

Commissioner Harrity requested clarification on what items are generally included in the “Capital Projects” category. Rick Trifero explained by offering examples of capital project requiring build-outs vs. a totally different category like FF&E (Furnishings, Fixtures & Equipment).

- 1) **Sound System** – Substantially complete, but troubleshooting needs to be conducted on a non-event day. Frank Aucoin, Physical Plant Manager is coordinating scheduling.
- 2) **Boiler** – Completed and testing is now underway with the colder temperatures moving in to the area.
- 3) **Lighting Project** - November 25th is the scheduled walk thru with vendors, with bids due by December 5th. Projected cost of the project is \$1.1 million with significant cost savings by way of incentives, bringing the net feasible scope to an estimated \$25,000.00 per month for two years. Commissioner Harrity questioned the 10-20% of the lighting, that was mentioned previously by Mr. Odell, that may not qualify and voiced his concern that the hockey lighting was essential to be included, as mentioned in the October meeting by Sandy Dunn. Commissioner Harrity therefore, requested another up to date report at the December 18th meeting.

- 4) Revolving Doors – A vendor is on board, paperwork currently in process, total of no more than a three day weather stripping job.

Commissioner Harrity inquired whether the newly created position in the Marketing Department, a Digital Media & Marketing Specialist, had been hired. Mr. Harrity was following up to his comments made during the October meeting of witnessing poor quality visually during a Sharks game between the scoreboard screen (HD) and the camera equipment (Standard Def). Amy Peterson, Director of Marketing responded that there are several good candidates in the resume pool and that the position should be up and running sometime in January and can hopefully assist with this issue.

4. SMG Reporting

a. Monthly Highlights/Financial Statements – Julia Iorio

(As Outlined in Attached Report – Financials included September 2014)

The Brantley Gilbert concert had not been budgeted originally for the Arena in September, so the numbers are reflecting very positively with that addition. The Convention Center continues to be very busy. Ms. Iorio reported seeing cost savings continue in the area of maintenance, however, it is anticipated that the further we go through the year, those expenses may arise. Additionally, the full time vacant staff positions have continued to assist in the overall savings.

Newly passed in Massachusetts pertaining to Sick Leave (which includes Part-Time Staff as well) employees receive one hour of sick time for every 30 hours worked. A cost analysis was completed based on last year's totals, estimated to be about \$70,000.00 if all accrued sick hours are used. Ms. Iorio is working with our payroll provider, ADP, in the hopes that they can assist with automating this for employees on their paychecks to reduce the amount of manual tracking.

b. Sales Report – James Moughan

The Sales Department highlighted newly contracted events including: Gluten / Allergen Free Expo, The BAD Girls Conference (Bold, Anointed, Delivered), Star City Games (continued multiple bookings), and WIC Conference (returning).

5. Other Items

a. Retail Space

Commissioner Harrity inquired about the status of the Retail Space in the Arena. Rick Trifero stated that it is still under internal review and schematic designs are in progress. Mr. Harrity stated that this piece is way behind schedule and the vacant space is now affecting the bottom line as it had been budgeted for by now. Commissioner Harrity would like an updated report at the December meeting of where this space stands.

b. SMG Marketing Presentation – Amy Peterson

In an effort to highlight and further educate newly appointed Commissioners about various components of SMG's day to day operations of the DCU Center, a targeted theme will be presented at the monthly Commission meetings when possible. The DCU Center's Marketing Department was the featured highlight at this November's meeting presented by the Director of Marketing, Amy Peterson. Ms. Peterson provided a visual presentation highlighting the many aspects her department is involved with and responsible for, including not only marketing the DCU Center as a venue, but additionally, the City of Worcester as a Destination location. Ms. Peterson also spoke of the added support that she

receives continually from the Northeast Regional SMG facilities, as well as, venues around the country, in addition to, our Corporate Headquarters in Philadelphia. The report was very informative and well received by the Commission members present. Other highlights from the presentation included the following:

- *Whole footprint of The City of Worcester
- *Number of people living within 25, 50, 75 miles of the City
- *Central Location, Affordable, Less Competitive, Cultured, & Safe
- *SMG Oversees Communication with Promoters, Agents, Talent Buyers
- *Demographics via "Sell Sheets" highlighting similarities of Events
- *College Town, Personal Touch "We Care Attitude"
- *SMG Corporate pricing assistance with Trades (Co-Op)
- *Lead & Resources Based Program "SitePass"
- *Mixed Media Methods
- *Digital Marketing Methods
- *Annual Marketing Conferences
- *Real Time Ticketing Access, Event Audits, Traffic Trends
- *New Website under development

6. Next Meeting

a. 2014 Meeting Schedule – Thursday, December 18, 2014 / 12pm

DCU Center Conference Room

Vice Chair Knowlton moved to adjourn the meeting; Seconded by Commissioner Harrity.
(4 yeas, 0 nays) *Motion passed.*

**If parking becomes available on the interior of the building on a meeting day, an email will be sent notifying Commission members the morning of the meeting.*

Meeting Adjourned – 1:28pm