

CIVIC CENTER COMMISSION

Date: Thursday, February 23, 2023 at 9:00am
DCU Center, 50 Foster Street, Worcester, MA
2nd Floor conference room
and virtually via Webex

MEETING MINUTES

Attendees

Civic Center Commissioners

Chair Brissette, Dist. 1; Commissioner Alexander, Dist. 5; Commissioner Economou, Dist. 1;
Commissioner Herideen, Dist. 1; Commissioner McEvoy, Dist 2.

City Staff

Julie A. Lynch, Chief of Public Facilities

ASM Global (SMG):

Jim Moughan, and Melissa Bishop

1. Call to Order

Chair Brissette called the meeting to order at 9:00am.

2. Acceptance of Meeting Minutes

Chair Brissette requested a motion to accept the minutes of the January 26, 2023 meeting. The motion was made, and seconded. The motion passed. A roll call vote was completed.

3. Project Status Updates – City of Worcester

Ms. Lynch summarized the status of capital projects and repairs at the DCU facility.

- a. Arena Seating – Contract with Hussey Seating is underway. Bid documents for demolition and installation is being finalized. An 8 week bid and contract execution process is anticipated, with installation to begin in June. No issues for production meeting the installation schedule are anticipated.
- b. Convention Center Electrical Valve Upgrade – 12 fire alarm notification devices to be replaced. Inspection cannot be completed without the replacement of these. Long lead time for these devices has pushed out the completion schedule.
- c. Telephone/Camera System – Camera system is complete. Telephone numbers are being ported over by ASM Global's contractor, Windstream, from one provider to another. Should be completed fairly soon. ASM Global confirmed they are working on this item.
- d. Ballroom Chairs – Contract with Shev Chair is being finalized through the City. City is moving to a new financial system and will be shut down for two weeks. Public Facilities is working to get this contract fully executed and a p.o. issued prior to that event.

- e. Controls Upgrade for HVAC – Network switches have been received. One switch is still missing. City is preparing to install final switches.
- f. Phase II Master Plan: The City is completing a design amendment for work to be performed this summer. The City will be inviting the architect, Populous to summarize the anticipated deferred maintenance work. Work will include Fire Notification, arena rigging, structural upgrades to the arena, and envelope improvements. Work is anticipated to begin in June and carry through the end of the year. The convention center will have the floor resurfaced or replaced as well. Mr. Moughan noted that demolition would affect acoustics on the upper floor of the convention center during the previously scheduled end of August events. This can be discussed at the next coordination meeting with ASM Global. ASM Global's existing contracts can be accommodated on or around August 20, 2023.

The last event in the convention center prior to this summer's construction is approximately the third week in June. Commissioner McEvoy noted the cost of retaining the business is cheaper than regaining the business, so we should work to accommodate the events.

Mr. Moughan noted there are some weekend events. Chair Brissette noted the work must be completed. Ms. Lynch reiterated the scheduled would be established and can be coordinated with events.

- g. The video of the last meeting indicated a few deferred maintenance items that are normally not included in the capital improvements update. These include for instance the domestic hot water tank replacement. DPF is coordinating with ASM Global's operations team in order to specify and bid the work, which was more complex than originally anticipated. No lead time issues are anticipated.
- h. Another item that was mentioned was the DAS (Distributed Antenna System). This is a contract with a third-party provider to install an infrastructure for robust cellular coverage in the building and involves subcontracting with cellular carriers. The City receives a percentage of revenues from this contract. Requests for Proposals were received in October and Mobilitie, the preferred vendor, is working with Public Facilities and the Law Dept. to negotiate and finalize this contract.
- i. Freight elevator – this item was not included in the scope of deferred maintenance work. A former line item in deferred maintenance lists from prior existing conditions studies noted elevator work, but it was generally discussed that there were no issues with elevators. The freight elevator and the escalators will be evaluated by an elevator specialist and a site visit is being schedule by Public Facilities. A monumental stair is proposed adjacent to the escalators and will be included in the deferred maintenance work, as well as repair to the escalators in order to keep them in service.

4. AMS Global Reporting

a. Monthly Event/Arena Highlights

- I. Mr. Moughan presented ASM Global's Monthly Highlight Report with event highlights including 1) ASM Global's recognition in Billboard Magazine as a preeminent leader in their industry. 2) Ms. Dunn was a speaker at the annual 2023 Worcester Sports Management Summit held at Worcester State University. They are growing and may move to DCU at some point. 3) An article was just issued to woo film production to Worcester. 4) ASM Global and their sales partner, Discover Central MA, have access to discounted Trade Show opportunities. AMS Global provides an overall presence at every event with multiple sales staff to ensure every venue is represented. 5) Mr. Noted approximately 4,000 people attend the Judd event in memory of Naomi Judd. 6) The Railers had a few sellout games and are ranked fourth. 7) Zach Bryan tickets had a very successful presale event with over 34,715 fans registering. The event required AXS ticketing. New ASM Global ticketing contract was the key to booking the event at the DCU Center. Chair Brissette noted the neighbors should be alerted to this sellout event. Comm. McEvoy noted local restaurants have been surprised by events in the past and have not been prepared. Mr. Moughan noted there is a shared calendar for all local business to access.

a. Convention Center Highlights

Mr. Moughan noted Convention Center highlights including a number of repeat events: Upcoming events include the RV Show, Commonwealth Cup Gymnastics, Central MA Life Sciences Forum, Royal Dance Competition, and MA Fire Chiefs Conference.

b. Marketing Update

Centrum 40 year limited addition tee shirts was a hot item, working with Worcester Wares, who is paying a license fee.

c. Media Coverage

Mr. Moughan noted there were over 40,000 social media hits in all different categories. A list of media coverage was noted.

d. Community Initiatives

As part of an initiative to highlight and recognize organizations making a difference, DCU Center along with DCU utilize social media and the facility's indoor and outdoor digital video display boards to highlight community events, "Doing the Right Thing". This month included National Mentoring Month, Black Economic Council.

e. Operations Update

ASM Global's Operations group has been performing work internally to achieve cost savings, clean up the building, and create efficiencies.

f. Food and Beverage

Savor has done great business, particular with the cheer event. A new Sous Chef has been added and have been extremely busy. Chair Brissette followed up with beer and wine sales on the floor to avoid people going up to the concourse. Mr. Moughan noted the Bryan concert was in the round, creating a unique layout and noted each event is evaluated.

g. Finance Update

Ms. Bishop noted that ASM Global's December resulted in a net income that was over budget. Ms. McEvoy asked if DCU was back to pre-covid levels and they were.

h. Human Resources

ADS Global had a table for recruiting at the Worcester Sports Management Summit. Hiring efforts were successful.

i. Sales Update

Mr. Moughan noted an number of upcoming proposals and contracts.

6. Adjourn

Chair Brissette questioned whether or not the meetings could begin earlier. This will be discussed in a subsequent meeting. Chair Brissette motioned to adjourn. Motion was accepted.

Next meeting: Scheduled on March 23, 2023 at 9am