

**CIVIC CENTER COMMISSION  
MEETING MINUTES  
May 19, 2011**

**Attendees:**

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

**City:** Heather Gould

**Guests:** Quinsigamond Community College Representatives (3)

**SMG:** James Moughan, Sandy Dunn, Julia Iorio

**Minutes Prepared by:** SMG

**1. Call to Order:**

Chairman Paquette brought the meeting to order at 12:15pm.

**2. Acceptance of Minutes of Previous Meetings: April 28<sup>th</sup>, 2011**

Commissioner Capone motioned to accept the meeting minutes of April 28<sup>th</sup>, 2011; seconded by Commissioner Budd.

(5 yeas, 0 nays) *Motion passed.*

**3. Rent Credit Request**

**Worcester Regional Chamber of Commerce -**

The Worcester Regional Chamber of Commerce requested rental waiver for two days for the 2011 New England Business Expo to be held November 3<sup>rd</sup> (Event), November 2<sup>nd</sup> (Move-In).

Commissioner Budd motioned to accept the request for the Worcester Regional Chamber of Commerce 2011 Business Expo. (5 yeas, 0 nays). *Motion passed.*

**Quinsigamond Community College** requested an Emergency Rent Waiver for their 2011 Commencement exercises to be held on May 19<sup>th</sup> in the DCU Center Arena due to an extended inclement weather pattern and safety concerns for attendees.

Commissioner Pietrewicz motioned to accept the request for waiver of rental fees for Quinsigamond's Graduation Ceremony; seconded by Commissioner Capone. (5 yeas, 0 nays) *Motion passed.*

**Emergency Management / UMass Memorial** A late request has been submitted for a one day rent free day for a first responder conference. This event is being partnered with UMass Memorial Hospital and the contract is already in hand for the Junior Ballroom, Meeting Rooms, & Ballroom Lobby spaces. Heather will be following up on this from her end.

Discussion ensued as to the reasoning behind charging the City of Worcester Schools for their graduation ceremonies.

#### **4. Miscellaneous Items - Venue Parking Facility Information (Summary Enclosed)**

Heather reported that Tom Zidelis mentioned an option to consider of increasing the facility fee for parking to gain additional revenue.

Commissioner Pietrewicz motioned to table this item for further review and consideration; Commissioner Capone seconded the motion. (5 years, 0 nays) *Motion passed to table.*

#### **5. Other Capital Projects – Heather Gould**

##### ***DCU Center Master Plan - Phase One & Capital Investment Program***

Sasaki memo outline provided and Heather further reported that Phase One of the project can be done independently of Phase 2. The most completed budget from Sasaki was done in July 2010. The only item that must stay within Phase One from the targeted priority list is the Diesel Storage Tank (small line item cost of \$87,000). The rest of the items will be shifted to Phase Two. Party Suites however must be designed to meet ADA compliance and will be a total of 4 suites, not 2. Scope of work will be forthcoming with a possible target goal of next summer for construction.

Commissioner Pietrewicz requested notation in the minutes that Heather Gould in the City Manager's Office was doing an excellent job with the Master Plan & Capital Investment Program.

National Grid has been given the go ahead to schedule their end of work for the vault piece as the City's work is now complete.

Capital Budget Summary of critical equipment provided by Sandy Dunn was forwarded to Tom Zidelis for review including items such as boilers, computers, and carpet cleaning equipment. Mr. Zidelis is aware of this but capital is still pending at this point.

#### **6. SMG Reporting**

##### **a. Monthly Highlights – Sandy Dunn (Report Attached)**

Brew Woo was a huge success! The event will be held again at the same time period next year. Considering another potential self-promoted event for the fall time period. This event generated profit of \$23,500.00. Chairman Paquette reported that the Telegram had posted wonderful comments.

##### **b. Sales Report – Jim Moughan**

Military Police Ball has booked in Worcester due to a WPD contact. Many hotel rooms will be used and they are looking to have this event here over the next couple years.

Smart Grid Summit with anticipated attendance of 300 people for June 14-16<sup>th</sup>.

New England Water Works, one of our first large conference events, has booked through 2014.

Several Religious proposals have been sent out recently including Mysteries of the Mark of the Beast, Journey for Humanity Ministry, Words of Peace Ministry 40<sup>th</sup> Anniversary and Church of God Prophecy.

Eaton Company, the former Wrightline, wants to bring their events back to the Worcester area and has scheduled a three day event in July.

c. Financial Statements - Julia Iorio

General discussion of April 2011 financials - Cost savings is being felt in the area of indirect expenses.

7. New Business – N/A

8. Dates and Time of Subsequent Meetings

*June 30<sup>th</sup>, 2011 / Noon – Civic Center Commission Monthly Meeting  
DCU Center Conference Room / July 28 & August 25 are also scheduled at this time.*

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

*Meeting Adjourned – 12:50pm*



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

**FOOD & BEVERAGE DEPARTMENT**

220lb donation to Worcester County Food Bank & Tornado Relief Feeding in Springfield & Brimfield for 400 ppl

Served 1,000 lbs of pasta and 325 doz cookies & brownies in the month of May for high school proms

**FINANCE AND HUMAN RESOURCES DEPARTMENT**

Budget for FY2012 has been in the works for weeks - preliminary version to be distributed mid June.

Reviewing financial accounts for year end adjustments and prepping for City audit in July.

Employment application was updated for various Massachusetts regulations and put into practice.

Process for yearly reviews has begun and managers have been updated on the process and new SMG guidelines.

Vacation balance notices distributed to the full time staff.

Summer projects list compiled to identify tasks that should be worked on from June through August.

**EVENTS**

Largest number of Graduations to date (including QCC as a last minute booking)

Exploring the possibility of adding full fiber internet to boost speeds and reliability as well as cost savings on telecom

Positive feedback from Reinke Sports - promoters of the Worcester 1/2 Marathon Registration & Expo which may lead to another larger event in the future

Worcester Women's Conference- High profile event that garnered much publicity for the Worcester Regional Chamber of Commerce and the DCU Center

**MARKETING DEPARTMENT**

On Wednesday 5/25 the staff of the DCU Center and Worcester Sharks coordinated a fundraising effort/event for the victims of the Joplin Missouri (deadliest tornado since the Worcester tornado of 1953). With less than 24-hour notice we raised \$2,500 for the American Red Cross and brought awareness to the cause with

coverage by the Telegram & Gazette, Charter TV-3, Fox 25 and WBZ-Ch 4 in Boston. Savor... Catering by SMG contributed free Ice Cream for all donors (refreshing on a 90+ degree day)!

Just a week after the Joplin, MO tornado event, a devastating F3 tornado hit Western and Central MA leaving hundreds of people displaced from their homes. DCU Center put together an effort to feed victims being sheltered in Springfield and Brimfield, MA. In addition to healthy snacks collected by staff, a group of employees from Food & Beverage prepared, transported and served a full hot meal to victims. A short video of the day including a touching interview with Red Cross volunteers can be viewed at [dcucenter.com/video.php](http://dcucenter.com/video.php).

The DCU Center went Platinum in June! The DCU Center will receive the Harlem Globetrotters' highest honor after breaking box office and attendance records three years-in-a-row. Following the March 18 & 20, 2011 Harlem Globetrotters "4 Times The Fun" North American tour performances the DCU Center will be among just 5 esteemed venues to receive this high praise in the form of a custom-made Spalding PLATINUM "Money Ball," for the first time in Globetrotters history. The DCU Center has received two previous "Money Balls" for reaching and exceeding attendance and revenue goals with the Harlem Globetrotters. First in 2009 with the RED, WHITE & BLUE "Money Ball" for breaking a first time record and again in 2010 with the GOLD "Money Ball" for breaking records in back-to-back years.

Former Olympic Champion – Mary Lou Retton – attended the USA Gymnastics Junior Olympic Level 9 Eastern Championships in the Convention Center on 5/06 (Friday of Mother's Day weekend) to watch her daughter compete. In total, the event drew thousands of people from across the nation and, once again, the DCU Center received accolades for its accessible central location, hospitality and functional event space.

Book Drive Wrap-Up. DCU Center Promotes Literacy. The DCU Center opened the doors of its Box Office back in March as a collection site for a city-wide book drive to benefit Worcester – The City that Reads, a program that promotes early childhood literacy. A collection box was made available to patrons and business people in the downtown Worcester area to bring new or gently used books for ages pre-K through 8th grade. In total, the program collected over 25,000 books for inner-city children.

American Idol went on-sale on 5/13 and Kid Cudi as of 5/21.

Marketing developed an Arena Sell Sheet that was e-mailed to event promoters, agents and booking managers in May. A follow-up campaign will follow in the next month to keep the DCU Center relevant and top-of-mind to industry professionals.

## **OPERATIONS, HOUSEKEEPING, PHYSICAL PLANT DEPARTMENTS**

### **Housekeeping**

Pressure Washed Arena Concourse & 200 level concrete areas of arena.

Arena Windows-80% Complete (need to complete interior east plaza when that project is done & exterior that are only reachable w/boom lift)

Convention Center Windows-75% Complete (need to complete exterior that requires boom lift & interior at Showcase overlook).

Pressure Wash Outside of building-85% Complete (need to complete from box office down to door 5 weather pending for completion)

Pressure Wash 100 level arena concrete-started 6/8/11 to continue next week

Clean Convention Center stair towers & service corridor-started 6/8/11 to continue next week

### Set up / Change Over

Continue repair, tighten & remove staples from arena tables.

Start annual inventory for facilities equipment.

Continue to straighten, organize & clean all arena storage areas.

### Technician

Remounted 6 light poles on Arena plaza & finished replacing the install of air filters on arena concourse units.

Installed ozonator in convention center water room & hung new monitor in Sharks conference room.

Gutted old arena EMC to create template for arena advertising.

Pumped ice room refrigerant over for summer lay over & hung 4 light fixtures in the Sharks locker room corridor.

Drained & cleaned condenser tank to be painted & re-lamped Sharks main offices.

Installed eye wash station in ice plant for emergency purposes.

### Utilities

Paint convention center men's & women's stalls in expo hall.

Paint condenser tank in ice plant room.

Assist in re-energizing 6 light poles from arena plaza.

Paint ice plant pumps & associated equipment.

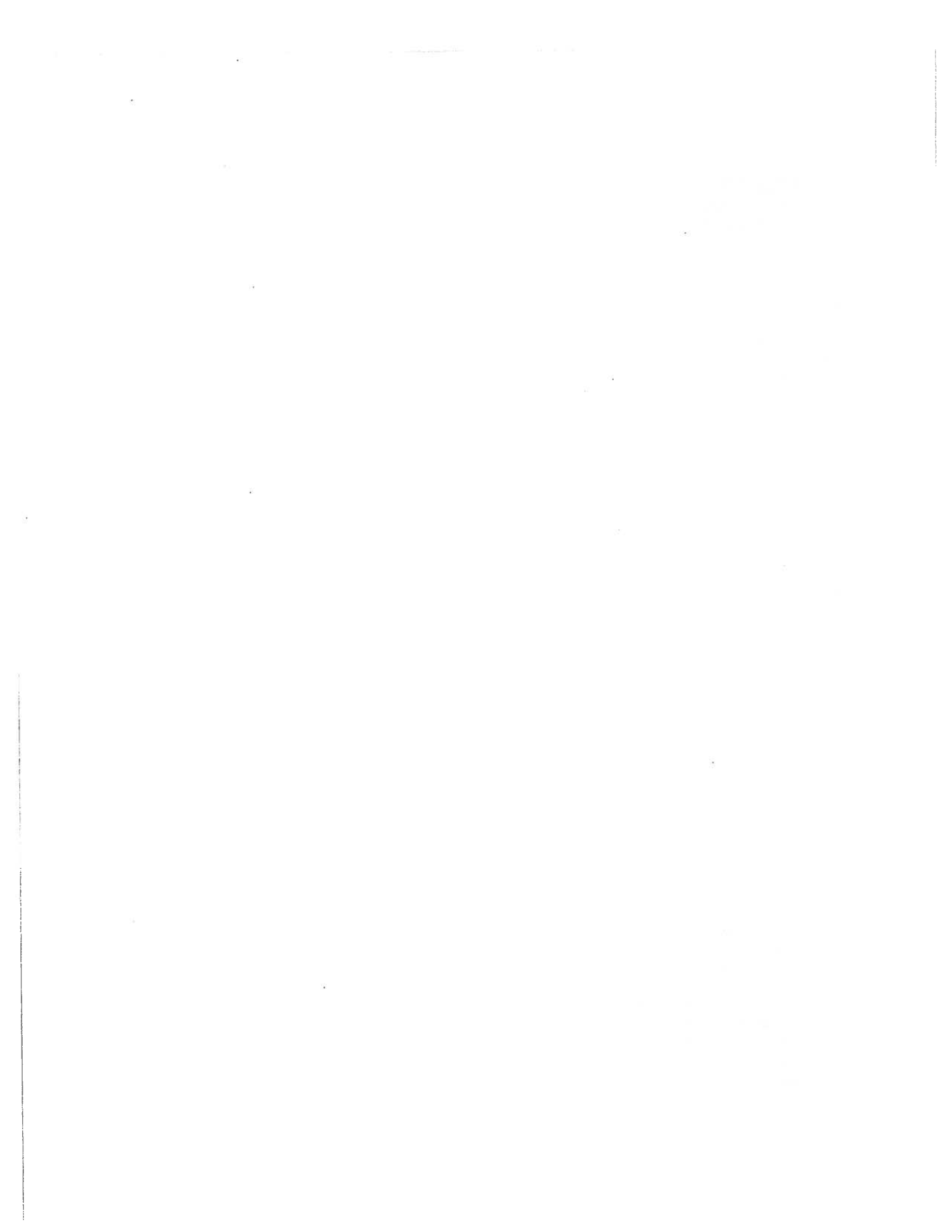
### Electrician

Re wire 6 remaining light poles on arena plaza.

Wired ozonator in convention center water room.

Wired four fixtures in Shark's locker room corridor.

Added & wired 2 new fixtures to interior canopy at door # 2.





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

Name	Banquet/ Social	Conference/C onvention/Tr adeshow	Date of Event	# of Days	Anticipated Attendance	New Business	Repeat Business
<b>Banquet/Social Contracts</b>							
Blackstone Valley Jr. Sr. Prom	1		5/18/2012	1	600		1
Blackstone Valley Jr. Sr. Prom	1		5/4/2013	1	600		1
Blackstone Valley Jr. Sr. Prom	1		5/10/2014	1	600		1
Doherty High School Prom	1		05/24/12	1	350		1
Auburn High School Prom	1		05/26/12	1	400	1	
Wachusett High School Winter Ball	1		02/11/12	1	1,100		1
Columbus Day Parade Dinner	1		09/17/11	1	300		1
	7			7	3,950	1	6
<b>Conference/Convention/Tradeshow Contracts</b>							
2nd Annual Brazillian Expo		1	9/17-18/11	2	4,000		1
Commerford Petting Zoo		1	2/3-5/12	3	8,000		1
Eastern Fishing & Outdoor Expo		1	2/8-12/12	4	13,000		1
Flower and Patio Show		1	2/28-3/5/12	6	8,000		1
MA HOPE		1	4/24-26/14	3	5,500		1
MSRC Clinic		1	01/22/12	1	200	1	
Engineering Exam		1	4/12-14/12	3	250		1
SAN Business Meeting		1	05/15/12	1	600		1
Stores on Line		1	08/16/11	1	120		1
WIC Conference		1	10/06/11	1	600		1
		10		25	40,270	1	9
<b>Proposals</b>							
3rd Annual Worcester Fam OldSkool Jam		1	09/03/11	1	1,000	1	
Assabett Valley Prom	1		May. 2012	1	400		1
Ware High School Prom	1		05/18/12	1	150	1	
Quabbin High School Prom	1		May. 2012	1	400	1	
Worcester 1/2 Marathon and Expo		1	Sept. 2012	1	6,000	1	
Massachusetts Afterschool Partnership		1	June. 2011	1	150	1	
Engineering Exam		1	4/12-14/12	3	250		1
Umass Medical School		1	June. 2011	1	75	1	
TYCO Leadership Workshop		1	8/30-31/11	2	33	1	
2012 Bone Density Course		1	8/17-19/12	3	100	1	
New Energy Alliance Safety Convention		1	08/29/11	1	400	1	
Groton Dunstable HS Prom	1		04/28/12	1	350	1	
Best Buy Merchant Training		1	6/27-30/11	4	800	1	
Mass Speech and Hearing		1	Spring 2012	1	300		1
Yellow Ribbon/Army National Guard		1	9/10-11/12	2	2,000		1
DiBella Entertainment/Rivera Fight		1	07/30/11	1	2,800	1	
Sip N Mingle Entertainment/Concert		1	08/01/11	1	2,500	1	
The Bigelow Company		1	06/15/11	1	10	1	
New England Agriculture Trade Show		1	Spring 2013	3	800	1	
New England Water Well Association		1	03/01/12	2	500	1	
	4	16		32	19,018	16	4



**Site Visits & Appointments**

Charles Safford - Worc. Fam Old School Jam  
Laurie Montiverdi - Quabbin HS  
Amanda Crowley - Ware HS  
Larry Army/Rivera Fight  
Keith Woods - Space Jam  
New England Badminton Assoc.  
Haitian Gala Committee

**Conf./On sale Arena Events**

Kid Cudi with Chip Tha Ripper

07/28/11

**Trackable overnight room pick-up for May 2011**

<b>Event</b>	<b>Date</b>	<b># of Days</b>	<b>Rm Nights</b>
Umass Training	5/2-6/11	4	
US Gymnastics	5/4-8/11	4	
MA Health Data Consortium	5/9-10/11	2	
MA Nurses Association	5/12-13/11	2	
Worcester State Graduation	5/14/11	1	
MCPHS Graduation	5/15/11	1	
NEIFT Tradeshow	5/18/11	1	
Committee for Public Counsel	5/19/11	1	
MMA Fight	5/19-20/11	2	
Beyond the Stars Talent	5/21-22/11	2	
MA Behavioral Health Partnership	5/23/11	1	
16th Annual Adult Immunization Conf.	5/24/11	1	