

SPECIAL COMMITTEE ON THE CIVIC CENTER

June 16, 1999

4:00 PM

Chairman O'Neil called the meeting to order.

The Clerk called the roll.

Present: Aldermen Cashin, Hirschmann, O'Neil

Absent: Aldermen Wihby, Rivard

Messrs: B. Brensinger, G. Goudreau, S. Ashooh, S. Stern, T. Lawrence

Chairman O'Neil stated the purpose of this afternoon's meeting is the presentation of sales and marketing effort of luxury suites.

Mr. Ashooh stated we have two things we would like to bring before you. The primary one is the presentation of the schematic design as it stands for the Civic Center to be presented by Barry Brensinger and Gary Goudreau of Lavallee/Brensinger and a team of Lavallee/Brensinger and HOK. With us today are Tom Lawrence and Steve Stern. If you have questions about the sales and marketing event that is going to happen tonight we are able to present information on that as well. I would like to turn it over to Barry so that they can bring in their presentation.

Architectural presentation of schematic Civic Center design.

Mr. Brensinger stated we believe it is very important that we keep you and your Committee fully up-to-date where we are in the design process and always appreciate your feedback. We had some very productive meetings in the past. I hope you will agree as we update you on schematic design that we have been responsive to your questions and issues as we move along. As Skip mentioned, we are complete with what we refer to as the "schematic design phase" which is where the design concepts for the building are developed on the basis of a program. We have gone through a programming exercise with you in the past and basically the whole Civic Center. Now that we have reached the conclusion of the schematic design, there is a couple of important things happening: (1) We go through a process of getting feedback on the design and make sure what you see is

consistent with what you expected to see and we are on the right track; (2) we are going through construction cost, estimating and budgeting phase of the project and that is coming along nicely. The budget situation from a construction perspective is manageable. We will have some details on that in the very near future and have been working hard on that for the past few weeks. What I would like to do is walk you through the progress design report. I will start things off and Gary will take over. First of all look at the site for a moment. You will recognize...all of us have grown accustomed to viewing...Elm Street across the bottom of the diagram; Granite Street going down to 293 and Lake Avenue. The positioning of the building is essentially the same as you have seen it in the past. We have gone through a lot of explanation of where is the Plaza? How big is the Plaza? What's the proper way of positioning the building? In conclusion we came to that the Plaza really belongs on Elm Street. If the building was to have a predominant more efficient tour of Elm Street but with some recognition in its form and in the design of the Plaza, the Elm Street, Granite/Lake Avenue intersection. Predominant towards the street does have some focus in its cause and improvements. That has been an interesting topic of discussion in our designs. We think the building is pivotal to kind of neighborhood redevelopment and while this is clearly a gateway to the City and will be even more so when the 293 interchange is completed and therefore building a predominant approach to the building would be what people will remember the building by. We want to recognize that at the same time, we do not want to do so so strongly that we in effect turn our back on Elm Street South because we clearly want to encourage further improvement redevelopment to the South and to the West of us. There is this delicate balance that we have been trying to create and design on the site plan to recognize both of those key issues. An organization link that has been caused on Elm Street the primary servicing of the building on the Southeast corner of the site, essentially the same location it has been, where the service area of the shopping center is currently in this location. That will not change in terms of where most service will be placed.

Chairman O'Neil asked the way that is designed; can they get a tractor-trailer in there.

Mr. Brensinger responded yes. It is possible to get tractor-trailers in and to turn them around here so that the maneuvering is on the site not on the street.

Chairman O'Neil asked there is very little backing up.

Mr. Brensinger responded exactly. They will drive into this location, turn around and back up to a loading dock or loading docks, multiple docks on this face of the building. One of those docks will be ramped up to the building so they will be able to drive right in onto the floor, which is important for some of these. Additionally in this area there will be some parking for TV trucks. There are apparatus that arrive at certain events. All of that will generally be located here this will be depressed somewhat below street elevation so that for the most part we do not think it will be a visual issue, it is not going to be a predominant feature site. It will be recessed into the site. Additionally, there is some parking for premium seat-holders. Each of the suites in the building (we hope to sell a bunch tonight). will have three parking spaces. The users of that suite will be given passes to use this parking and they will be able to enter the building directly from their parking lot. Other than that, it is expected that users of the building, visitors who enter the building from the primary elevation from the Elm Street Plaza so most of the traffic into the building will occur off of the Plaza at the end of an event as people leave the building. We would expect that the majority of people leave buildings the same way they came in. It will be possible to exit the building through some stair towers as well. We have, since we last spoke with you, continued to meet with various city departments related to the project and with a group of folks representing the neighborhoods who are east to know that has been an issue that we have committed to address in the design process. We met with those folks and we greatly discussed their concerns of traffic flow. They would agree that we have been working with them cooperatively.

Mr. Goudreau stated the issue we have been dealing with is bus traffic. Both Charter and School Bus traffic during weekday events and Saturday afternoon events. We have a lot of School Busses returning kids. The drop off and pickup route that the bus takes. We want to stay off Chestnut Street because of the residential zone to the East. It is a safety issue during the daytime because there will be a lot of busses going down that road and the kids are playing out there by the park. At nighttime it becomes an issue of noise. An event lets out at 11:30/12:00 at night and all of these diesel busses are travelling down Chestnut Street, those towers and other residences to the East would hear the noise. That was primarily our focus, keeping busses off of Chestnut Street.

Mr. Brensinger stated two other quick items on the site plan before we move on; there will be, along Lake Avenue, a drop-off area. That will serve two purposes: (1) a general drop-off, if you are bringing your children to an event, you want a place to pull off. (2) It will also serve as a drop-off area for disabled visitors right near the building. We have included on site a parking lot for disabled visitors, a handicap parking lot. Even though it is not technically required by the code since we do not have general public parking on our site, ADA and other codes do not require us to have disabled parking. We thought that being an important civic

building and wanting to be good citizens, it was the appropriate thing to do, so we will provide on site parking for those folks.

Chairman O'Neil asked at one point you had talked about three corners of entrance and exit, has that changed a little bit now.

Mr. Brensinger responded we still have, in our minds, three points of entry to the site. What we are thinking now, rather than bringing in pedestrians into the building at this corner, we thought we could pick them up on a sidewalk. These two are still major pedestrian; we expect a lot of people to be entering these areas. That has not changed in terms of where the pedestrians enter.

Alderman O'Neil asked there has been some discussion about the federal parking lot becoming a garage and that being one of the key parking areas to support the civic center.

Mr. Brensinger responded populationally we thought it would be a good idea not to try and create another entrance. Your memory is correct and the last time we discussed the plans we had at that point did consider an entrance on the Northeast corner of the building.

Chairman O'Neil asked they will be able to exit on the Lake Ave. side.

Mr. Brensinger responded yes basically the issue is there will, in addition to the main entrance, we are required to have fire stairs in the building. And while you can keep people from coming in them, you cannot practically keep people from exiting out of them, they have to be unlocked. As a practical matter, as people become familiar with the building, they will learn where those stairs are and have to assume that they will leave the building through those stairs. We will plan that in our site plan.

Chairman O'Neil asked but the intent is to bring everybody through that front entrance.

Mr. Brensinger responded operationally it works better if you have a single source of all of these turnstiles taking tickets. In terms of controlling who is coming into the building. To watch two or more entrances is operationally more difficult. There is also an issue with a large crowd mulling around an entrance, they are happier about that.

Chairman O'Neil stated but that is not what drove this. I am trying to think of civic centers I have been to and I cannot think of one that is a single entrance.

Mr. Brensinger responded I would not entirely say that it is not worth building.

Mr. Ashooh stated Grand Rapids and West Valley both have major entrances where everybody squeaks in through the front. West Valley has a major front entrance. Everybody can exit out front.

Chairman O'Neil stated I may be thinking the Whittemore Center has that little entrance closest to the railroad tracks, it seems to get a lot of activity because that is the side of the parking. More so than coming to the middle, which is their main entrance.

Mr. Brensinger stated you can either go into the new arena or use the old portion.

Mr. Goudreau stated this is the service level, event floor level of the building. Primarily accessed from the south. Barry was saying the tractor-trailers will be able to turn around this route. Three of them to back up to a traditional loading dock. The western most edge of that is a raised up ramp that allows a vehicle, tractor-trailer or otherwise to access the event. The Zamboni entrance to the hole is also at the same location so that it can be used as a Zamboni entrance or the entrance for any large vehicle that belongs to the center. Also in that area would be dumpsters for trash pickup. A staging area just outside the loading dock area. Other points of access for this service level would be four major stairs. Barry talked about the stairs that go all the way up to the uppermost level of the building. We also have one that travels from the entry lobby of the building, which I will show you on the next floor plan, coming from the plaza side. There are three elevators that access this level as well. Two are passenger elevators, one from the suite-holders access, one from the lobby side and a freight elevator located right by the loading docks. The grayed in areas of the plan are the mechanical/electrical support functions for the building. Chiller plant for the ice and/or air conditioning of the building. Boiler room, mechanical room, electrical room, telephone and data, Co-Generation, emergency generator. The red areas of the plan; kitchen and commissary food storage, vending spaces or vending staff and event staff, retail storage over here, men's and women's room. The orange part of the floor plan is through the locker areas, home team, visitors team, lounge area, lockers for entertainment events and officials' lockers. The dark tan areas; general storage for this level of the building, event storage, maintenance area, building staff. The light tan is for the press interview area, they both can be used for primary events as well as other types of occasions. Private lounge or players' families to wait for players after the games.

Chairman O'Neil stated they really do that, home and visitor locker rooms. I know there was Red Auerbach's thing over the years with the Celtics.

Mr. Goudreau stated this area of the lower level seating is retractable. This portion where the stage would be set up, in proximity to the loading dock area. The next level up is the lobby level, access from the plaza, the West Side of the building. This is where the majority of pedestrians would enter the building. The vestibule has multiple doors, entry lobby that has its focus, a retail store that is symmetrical in shape and supposedly glazed. This serves two functions; (1) it highlights the merchandise for people when they first come into the building, little Johnny wants to make sure he comes back to that store to get his pennant or whatever it is when he is done watching the event and (2) it allows you past this retail store into the bowl. Also outside in the plaza area, there will be several layers of glass which you still have the option of being able to see activity in the bowl from the outside. Coming around inside the retail area there is a large platform or viewing of the bowl, if you want to bring somebody in to show them, also allows lower bowl access for the event. On either side of the retail store are public meeting rooms, associated bathrooms to those meeting rooms. The remainder of this floor is administration of the hockey team offices or arena management and the ticket office. These areas are accessible from the plaza outside directly as well as from inside the plaza. Two ceremonial size stairs will take you up north and south of this lower level lobby, the concourse level.

Mr. Brensinger stated of all the places we have seen and as we have been exploring civic centers, this has the potential to have the most tactful entrance to the building. This really can be good stuff, very exciting to have a sense of activity even if you cannot really see the event floor; you would certainly see the lighting activity of people having a clear view through the middle of the building. It also has the potential as we have folks come and visit Manchester, if there is nothing happening at the civic center, you want to go and show them the new civic center and this new benefit to our community. You can bring them in the lobby, walk after this bowl viewing area and see the arena as a whole without actually going into the bowl; it can be a somewhat secure experience. The meeting rooms were not in our original program and one of the things that you guys raised when we met with you last time is it really would be nice if we could somehow squeeze into our square footage, some rooms where folks could meet in the building. We not only did that but they are running off the lobby, they can use independently the rest of the building. You could have small functions in these rooms, use the lobby and those spaces, leave the building and never really have to walk through the rest of the facility.

Alderman Rivard asked are you saying that areas is going to be accessible when the building is not operating, you can walk around and walk out again.

Mr. Brensinger stated that is really an operator's question as well, my point was that when there is not an event here, and you want to show somebody the facility or you want to visit the facility, as long as the arena management is in the building and it is open, you can come into the lobby, walk into this space, see the facility without having the security problem of just having people wander through the building.

Alderman Rivard asked not everyone would be able to do that.

Mr. Brensinger stated it may well be that during normal business hours when the ticket office is open, you could just walk into the lobby, you could see the event floor without going down to the floor.

Alderman Rivard asked so you can secure it, you can separate it.

Mr. Brensinger responded by virtue of the fact that the lobby is twelve feet plus or minus the main concourse, this area is securable. Take care of these two stairs, take care of this area, you portion it off. The opportunity is there if you want to allow that to happen. This is the main concourse level; accessed by both the east and west ends of the building. The ceremonial stairs are north and south of the lower lobby as well as the passenger elevator will take you up to this level of the building at one end, at the other end are two entrances for the suite holders parking lot. Additionally, you have as you do here on the West Side, from the suite holders' parking lot, there will be windows on this portion of the exterior wall and this portion of the bowl has no support space in front of it. When you are outside in the parking lot you will be able to look through those windows and see the inner workings of the bowl as well. There is nothing to stop it from doing that. This also has probably in addition to this figure here the only area where you can be in the concourse and still feel like you are part of the event in the bowl because there will be just a railing.

Mr. Ashooh asked how do you; I assume this sprinkler system closes off for concert events.

Mr. Brensinger responded this serves as a drink rail separating the accessible wheelchair seating in the main concourse area and still be able to see beyond.

Mr. Ashooh stated to watch the circus set up.

Mr. Brensinger responded whatever; you can watch it from the outside. The main concourse is roughly a twenty foot wide corridor that brings you into the arena all the way around. The outer corners of the concourse are where we have located the concessions because they are easy to find when people spill into the concourse from the bowl. They are already looking in those directions; we have them in the habit to look around the inner surface of the arena wall itself. So the concessions are located in those four corners. Additionally we have men's rooms located behind the concessions here. The remainder of these red areas are men's and women's. One area are novelty stores similar to the store that happens on the West Side. This would be for people in this area of the building. Club lounge at this level at the West End views toward the stage, this is the retractable seating portion of the arena. Most of this wall would be glazed, to view into the bowl. There is also the opportunity anywhere on this west side curving wall to open it up to glazing so that not only can people see down into the lower lobby area but they can also see through this monumental glazing system of the body. There would nothing to stop the view toward Elm Street.

Chairman O'Neil asked there is no exposed seating from the club lounge like they had at the Bi-lo where you could walk out.

Mr. Brensinger stated on the side where you could walk out like a suite. No, all of the tables and chairs would be in the way.

Alderman Cashin asked like the 600 Club you are talking about.

Chairman O'Neil asked what is the purpose of that. I thought the Bi-lo was pretty good the way it is set up.

Alderman Rivard asked why would you want to glass them in? It would be like a big TV. 600 Club in Boston is the worst seat in the house. Red Sox, it's terrible you cannot hear the crowd, it's like watching a big TV screen. You are in a big glass bowl. The suites are great.

Chairman O'Neil stated Alderman Wihby said he was very interested in expanding the amount of seats.

Mr. Ashooh responded he would like to see those bar stool seats on the playing side of that wall. Those are popular because they were comfortable. But there was one danger that I remember being expressed at the Bi-lo and that was a puck coming off the goalie's stick at that level where the club lounge is. We saw one go into the suite next door to us at the white level. The puck deflected...

Alderman Rivard stated that was at the seat below.

Chairman O'Neil stated you might want to take a look at that because that makes it very informal especially where people are paying extra.

Alderman Rivard asked where did this idea come from. Where would you see something similar to this where you would sit in a glass box so to speak. You do not have the sound of the ice, the crowd; it is all piped in. That is what it is at the 600 Club. It is very fake.

Mr. Lawrence stated I do not want to interrupt but with Scheer Development it is not uncommon...the Center in St. Louis, the Pond in Anaheim, United Center. Basically the Club Lounge in essence is a place to go before the game then you have dinner, drinks, then you go to your suite. I understand what you are saying, you are sealed from the action but the thought is not to stay there to watch the event but to go to your suite, your club seat and then you feel you want a little bit of that isolation.

Alderman Rivard stated that is a very comfortable, relaxing setting; it gave you a whole perspective, a more social thing. You are sitting down; it was an exciting part of the evening from my perspective. Sitting in those glass things to me, I get a chance to go for free and I go but I just don't like them.

Mr. Brensinger responded the majority of the lounge is more like a restaurant meeting type of space. Then from viewing angles and such, the people who are going to see the event are the ones who are right along the front.

Chairman O'Neil stated the night we were at the Bi-lo an awful lot of people watched the game from those seats.

Mr. Lawrence stated those were 88 seats sold under a separate contract from the club seats. It turned out to be very popular. Aldermen Hirschmann and Wihby were there, we could not get them out of those seats.

Alderman Rivard stated you can go by yourself you don't have to go with a whole bunch of people. That type of setting allows you to go by yourself after the game. You can go and sit there and you talk to a guy, it's a lot more comfortable then going by yourself and sitting in one of those thick seats. I have been to a few of these events, not as many as he has, but I have been to a few and I expect to do a few more.

Mr. Brensinger continued the main areas of the floor plan are the suite holders, the main concourse level suite holders. These suites are approximately thirty-three square feet; they have their own private baths, an undercounter refrigerator, undercounter icemaker, bar sink. Areas to sit within the suite for four to six people, soft comfortable seating and two tiered seating areas outside of an operable glass, it can be opened.

Alderman Rivard stated most people like that.

Mr. Brensinger continued the suites will have twelve seats apiece, they will be twenty-two inches wide. Club holder seats twenty-one inches wide and the remainder of the seating at the arena is nineteen inches wide.

Alderman Rivard asked Mr. Goudreau did you say the boxes are going to have their closed facility...each one is going to have them.

Mr. Goudreau responded on this main concourse level...

Alderman Rivard asked are the boxes going to have private bathrooms or some are not.

Mr. Brensinger responded on this level they have, some do some don't.

Mr. Goudreau responded the main concourse level ones have the private baths. Another issue towards designing the concourse for this building is orientation. You come from the bowl and you come out into the concourse. A lot of facilities look the same you don't really know where you are once you've spilled out into the concourse. In this building, you have the opportunity to orient people because they know they came in from the main lobby area, once they come out into this area they've been oriented. Similarly on this side, we'd be glazing both of these door entrances into the building so people who are in this part of the concourse they view out into the suite holders parking lot, they are oriented as to where they are in the building. Similarly we have glazing on the exterior wall at both the main concourse and the mezzanine level on both the north and south ends of the building. The people come out to these quadrooms of the concourse, they can orient, view out to Lake Ave. or to the south. There's eighteen sets of stairs located around the concourse up against the wall of the bowl that take you to the upper bowl for those people who have tickets in the upper bowl. We have sixty-percent/forty percent split between the seats in the lower bowl and the upper bowl. That's about it. Suite holders in the mezzanine level would come into the concourse, enter an elevator lobby. They can either take a passenger elevator up to their mezzanine suite level or take the stairs. This is the suite mezzanine level. The access are the two elevator lobby areas onto a private balcony accesses

eighteen suites, ten on one side, eight on the other side. Two areas are the press. These suites are approximately two hundred fifty square feet; they also have two tiered platform areas with seats, twelve seats twenty-two inches wide. These do not have private bathrooms, these folks have semi-private. There's a restroom at the end of each corridor and a warming pantry. The gray/green areas are mechanical space. The balcony overlooks the lower concourse level on the north and south and also looks through the exterior glazing of the building out into Lake Ave. south.

Chairman O'Neil asked obviously the ones with bathrooms cost a little more.

Mr. Goudreau stated so far as I know. These are the enlarged plans of the suites. The main concourse level the ones with private bathrooms, counter top, bar sink, under-counter refrigerator, under-counter icemaker, telephone data jacks in each suite. A TV or two in the suites, at least one. Seating four to six depending on the arrangement of the furniture. Operable glass wall, two seating platforms outside, six seats on each platform. Also part of the reason why the suites were located where they were was to maximize their view of the event rink both for hockey and for non-hockey events, entertainment in general. By taking them away from the ends areas and putting the above for the mezzanine, they are actually closer to the action in the center of the ice. There are seventeen rows up to the concourse level viewing area of the main concourse suites. Then through there another eleven and a half feet or so to the mezzanine suite. Upper holder seating is eighteen access points located around the upper bowl seating. The upper bowl is shaped in a horseshoe. We made that decision based on the fact that once the stage is set up on this end of the building on the East End, you effectively kill a fair amount of seats that are behind the stage. We made a decision early on to take those seats and relocate them so that they still sell tickets for them. So we end up with a horseshoe shape. There were two options for the horseshoe shape; one was orthogonal horseshoe, which essentially has the same number of rows all the way around the horseshoe, so the last row of seating is all level throughout the arena. The one we chose was an elliptical shape horseshoe. This takes seating that would otherwise be this end of the arena and places along the long access of the arena and actually brings the viewer, even though they are multiple rows higher than they would be over here, they are actually forty to fifty feet closer to center ice laterally. They are a little bit higher up but they are actually closer to the action and that is what we drove for. Ticket sales will be better with that type of arrangement so that people can be closer to the action. Floor plans; building sections, this is the section cut through the short access of the building north south, basically showing the event floor service level of the building, we have touched on this area, kitchen and locker rooms underneath the bowl and to the outside. This is looking west, this red area this rectangle is the retail store that I mentioned earlier with access on both sides that come out to this viewing platform so you can see

you are approximately twelve feet above the ice at that lobby entrance area that we talked about earlier. Above that this light tan color is the club lounge, for viewing into the bowl and also viewing out toward Elm Street. The stack suites, the ones with their bathrooms and semi-private bathroom, the private balcony access. Here you can see the difference between the orthogonal bowl that I described earlier and the elliptical bowl which is what we got now. These seats up here are five to six rows higher than the lower seat, the far end of the bowl. These folks are actually closer to the action. The main trusses are spanning parallel to the flat slope of the roof. This is a section cut through the long access of the bowl, the lobby and the plaza area to the west facing Elm Street. Three story glass wall, retail store, viewing platform to the lower bowl, club lounge up above where the semi-private corridor that overlooks the lower lobby and also to the outside. Two tiered suites, this shows the elliptical shape as you get to the north and south ends of the bowl, how the seating climbs up and how the roof follows that form, the constant height above the last row of seats is formed that way. Far East end of the building, this is the parking lot access for the suite holders. Concourse at that location has a view into the bowl. Exterior elevations as you can see from the rendering laser glass area lobby on the west side facing Elm Street, early on in the design we wanted the building to be a beacon in the winter time at 5:00 it's cold, this would be relatively inviting to see life inside. There would be a lot of action, there's people milling around in the lobby level, the concourse level, there's a lot of activity happening behind that glass wall. That's the focal point and the major entry into the building. Lower half of the building on the south, north and east sides we wanted to bring this building...it's a very large building Manchester hasn't seen one this large...we wanted to make it fitted to the fabric of the city so that part of the building approximately forty feet high, three stories. It would be clad mostly in brick. Window areas on the north and south areas of the concourse to allow people to orient the outside. Above that roof, two different types of metal siding, this area of the arena is pretty much the upper bowl. Service access on the south side, three loading docks plus the ramp. North elevation is pretty much a mirror image of the south with the exception of the service access. Suite holders elevation on the east side of the building where the private parking lot is, entries to the north and south, that's the glass wall that I spoke of as you can see into the bowl from the parking lot. You can also see out from the concourse. Metal siding...that's it.

Chairman O'Neil stated I want to commend them because that looks like Manchester. He is talking about the gold brick color at CMC. That looks great, nice job.

Mr. Ashooh stated you are more than welcome to stick around here, if you have a few minutes I would like to run through the terms of the offer you were going through tonight.

Mr. Ashooh stated, as you know tonight at 5:30 we are kicking off a sales and marketing for the luxury suites in the civic center, the presentation we just saw. Scheer Sports Development have been retained by the City to do the sales and marketing on this, put together a program that we feel hits the market properly, presents to potential suite buyers in this area a good investment. We are tasking this investment because we are asking the business community to step up, make these investments in this facility and help us finance the building. That's really the key part, it's more than just them buying a suite, they are committing long term to an investment in this building that's going to help pay the debt on it. These guys basically juggle the pricing what you can get for the suites, what should be included in the suites and I've asked them to come up and talk to you tonight about what we think is going to work in this market.

Mr. Lawrence stated this market, different from other markets, this is a "virgin" market when it comes to luxury seating...the arena in and of itself. We wanted to keep it as simple as possible. We talked to a client about getting a suite, Skip Ashooh said number one; you're a business leader in town, this is an investment in the arena first and foremost whether the suite can be something your business, how you use it will be our job down the road. We didn't want several decisions to be made, different priced suites, different configurations, different locations the whole works. It's to be one price \$37,500 per year, it's a five-year term. A client only has to make a decision of do I want a suite with a private bathroom that has general access off the main concourse or do I want a suite that does not have it's own private bathroom, but as a private concourse you can have controlled access to your box. With my experience, certain companies, they want the private access; they want to control who comes in to the box. There are other companies who are going to take advantage of the situation, instead of having twelve people in a suite they might grant twenty people in. They can just bring people in who have general tickets. Originally we looked at a double pricing plan but the difference between the two suites was negligible. That's a decision that maybe five years from now when we go through renewals if we find there is a demand for either one is stronger than the other, than we can adjust the renewal prices then. The key with this, this community, this state has got to look at this as an investment in building this building first and foremost. If I am a CEO of XYZ Company in town

and I have never used the corporate suite I can sit down and say I can give you story after story of what it has done for certain other companies and other communities whether it's Greenville or New York City or Denver Colorado, on and on...but if you don't invest in it and you don't get a suite, you'll never know if that suite will do something for you. That's the initial key and we're not talking about a huge investment for these companies in town. I wanted to keep it simple, clean, to the point, the only decision they really have to make is do I want a private bathroom, public access or do I want a bathroom outside the suite but have private access in my box. That comes down to personal choice.

Mr. Pritchard stated you are really right on the industry average of secondary markets you are below Greenville because it's a little bit larger market a little bit larger building. We are at forty-five to fifty-five thousand, at \$37,500 you really cut the middle between the pricing index we were looking \$35,000-\$40,000. I think \$37,500 really is the right price for this marketplace. Probably even better because to make it simple as Tom Lawrence said, getting all the tickets makes it even more valuable. A lot of secondary markets and primary markets have gone with sort of a licensing fee maybe \$25,000 or \$30,000 or \$20,000 and then you would have to purchase the tickets which I think is a harder sell and more complicated.

Alderman Rivard asked as we speak here this evening, nobody knows exactly how many events or how many tickets they are going to get.

Mr. Stern responded you've got twelve tickets per suite.

Alderman Rivard stated but you don't know how many times you're going to be able to use it because we haven't an agenda yet or a plan where there's going to be so many hockey games. Does it include a concert.

Mr. Stern responded that's where Ogden will play a key part, being the building operator, you can only go off of comparable markets like what's happened in Greenville, the type of events that are going to be coming in.

Alderman Rivard asked but if I was considering to buy a suite tonight, I really wouldn't know how many events I'm going to get tickets to.

Mr. Stern responded no and we don't want to guarantee that.

Mr. Pritchard stated this way we can give you what are the projections that very sophisticated experience operators and financial analysts think is reasonable for Manchester.

Alderman Rivard asked you know about the hockey games because they are a fix. You're hoping you are going to get so many of the concerts in and other basketball or whatever it is.

Mr. Lawrence responded that's where we have to rely on experience of comparable markets.

Mr. Stern stated, they've projected the numbers which they're willing to guarantee.

Alderman Rivard stated there's a value to that obviously, that's kind of a bottom line.

Mr. Stern stated they're probably understating what they can do...with a guarantee so there have been calendars of 115-120 events. Our event calendars are up 125.

Alderman Rivard asked so do you have some kind of a plan that someone could look at and say here's what they're doing in Greenville.

Mr. Stern responded let me give you an example: if you make an assumption we have 125 or 130 a year...

Alderman Rivard asked is that a fair number.

Mr. Stern responded that's a fair number.

Alderman Rivard stated 100 is a fair number.

Mr. Stern responded 100 is a low number.

Alderman Rivard stated that's counting the forty hockey games. There's sixty other events that you think you're going to get tickets for.

Mr. Stern responded that's a low number.

Alderman Rivard stated I received something to share with you and I want to ask you what's happening.

Mr. Stern responded twenty to twenty-five concerts; twenty to twenty-five family shows...

Alderman Rivard stated twelve tickets in the box.

Mr. Ashooh responded assume you've got 120 events, twelve tickets, fourteen hundred and forty tickets during the course of a year. Average ticket price would be somewhere around \$25. A \$25 ticket here in the luxury suite compared to the Saugus Arena where their ticket price for hockey is \$35. The cheap seat is \$9. We're offering a tremendous value in this building tonight with a lot of planned events you have. Our pricing is going to be significantly more valuable than what we're seeing in some competing arenas.

Alderman Rivard asked but the answer to someone's question would be that we're really not sure how many events we're going to have.

Mr. Ashooh responded we have to have a certain number of events to break even on the building.

Mr. Stern stated it's the motivation of the operator to keep this thing lit if possible two out of three days a year if they can, that's ideal. They're going to want to bring in as much as possible.

Alderman Rivard asked there was something in the article that didn't qualify that you had in the box, what tickets wouldn't you get.

Mr. Pritchard responded if there was a circus, multiple night event, a family show, you get the first night and then you have the opportunity to buy tickets for the other events at a discounted price.

Alderman Rivard asked what happens if you own the box but you don't use it.

Mr. Pritchard responded it gets closed.

Alderman Rivard stated that's like they do down at...

Mr. Ashooh stated people who buy luxury suite tonight through this...

Alderman Rivard asked and if they want to buy tickets for all the nights...

Mr. Ashooh stated but it's their box, if you're not using it it's dark.

Alderman Rivard asked they don't have to worry about will they get a three-bedroom house or a two-bedroom house and all that. They're all pretty much...do I select my box and you tell me what I get.

Mr. Lawrence responded beginning tonight we will take a \$5,000 refundable deposit. You will sign a letter of intent and we'll put today's date. In the event we get twenty people who want to give us a check and sign up tonight, at a later date once we finalize exactly where these suites are going to go when we number them, we'll have a lottery/raffle invite the people in and they'll pull it out and that'll give them one through twenty. You wait until tomorrow, you're twenty-one. The day after, you're twenty-two and that's how we break it down.

Alderman Hirschmann stated they did a nice job architecturally. To market these suites, these handouts are good. Wish you well tonight, the group you invited. Is there a list of people that haven't been invited.

Mr. Ashooh responded the list of invitees was relatively broad. If you take a look at businesses across the State, this is a building with regional impact, business owners and decision making businesses across the state as well as the Greater Manchester Community have been invited tonight. We are expecting a nice group of decision-makers tonight to consider seriously investing in this building. You're more than welcome to stick around for this, people start gathering around 5:30 and we'll convene around 6:00 we expect to be done right at 7:00. At quarter of 7:00 you'll hear Tom Lawrence talk again so you can leave at quarter of 7:00 unless you're going to leave a deposit.

Chairman O'Neil asked looking at this does the hockey team have their own suite right off the office.

Mr. Lawrence responded the hockey configuration where the hockey administrative offices are; they have their own suite right off their offices.

Mr. Pritchard stated the location of the suite is yet to be determined. We have to talk about how we do that. The naming rights guy would have the first option and then the facility manager and the hockey team would probably get the last, that's the way we do it in Greenville.

Chairman O'Neil asked it looks like something was drawn to show some kind of special seating there.

Mr. Pritchard responded no I think that's just offices.

Chairman O'Neil asked for instance if a hockey team had a suite down in Greenville...

Mr. Pritchard responded the hockey team will have use of the suite according to their lease.

Mr. Stern stated the developer had the suite in Greenville and one of his development interests was the hockey club and he had a financial interest in it too. In this building, the hockey team will have access to the A suite on hockey game nights only and that suite is available for rental or lease as an income producing asset to the building on other nights. So the hockey club doesn't get to go to the concerts or to family shows at no cost.

Chairman O'Neil asked does the building manager control that.

Mr. Stern responded in the affirmative and stated it is under the building's control.

Mr. Ashooh stated there are two party suites in the building that are available for rental by anybody.

Mr. Stern stated plus there's this half suite.

Alderman Rivard asked there are two suites that are not going to be owned by a company.

Chairman O'Neil asked they're not included in the thirty-two count.

Mr. Stern responded they are the "two". They're party suites; they're double size. Thirty normal suites.

Alderman Rivard asked organization, private clubs, a group of guys they want to reserve it...you can rent that for an event and then the next week someone else would rent it.

Mr. Stern responded in the affirmative.

Alderman Rivard asked that would be the suite that would be used for the hockey team so they wouldn't be coming in.

Chairman O'Neil asked what if two different groups wanted to rent it for a hockey event.

Mr. Lawrence responded the facility manager would be renting it to whoever...however they want to do it that'll be part of the management of the facility. You have thirty-two suites in all, total. You have twenty-seven that are leased to people on these suite licenses that Tom Lawrence is selling. You have one that's going to the naming rights guy and you have one that's going to the building manager, that's twenty nine. There's no revenue not available to anyone else. The thirtieth suite, figure it as a half suite, on hockey nights it goes to the hockey team and the other nights it can be rented out on a per event basis to anybody. That gets you to thirty and then you have the other two, the two party suites which are rented out to anybody on a first come first serve basis for any event in the building, hockey or otherwise. So you have three suites on an event rental basis for everything but hockey. For hockey you have two suites.

Chairman O'Neil asked give me a ballpark price for hockey; I want to rent a suite.

Mr. Lawrence responded there are two suites available if you wanted to rent one suite for one hockey game there would be two suites available.

Mr. Ashooh responded by way of example it's \$2,000 to rent per event.

Chairman O'Neil asked for an event, hockey game or show or whatever.

Mr. Lawrence stated membership to the club is included with the suite. You give a \$5,000 refundable deposit tonight, you sign a letter of intent, you've got your priority number. Once we forward a license agreement to you, you have thirty days from that date to return the license agreement to us signed. If you don't, we have the option to give you your deposit back and you loose your priority number.

Alderman Rivard asked somebody gives you a \$5,000 deposit they're going to have a few days plus thirty to gather the money.

Mr. Lawrence responded to review the contract.

Alderman Rivard stated once you review it, pay in full, do you have to pay up now.

Mr. Lawrence responded in the negative.

Alderman Rivard asked when is the thirty two thousand due.

Mr. Lawrence responded that comes due January 1, 2001 and then another fifty percent due in August. At this point, it would be paid in fifty- percent installments yearly.

Chairman O'Neil asked what about the club seating.

Mr. Lawrence responded club seating we will not begin selling until we've got all of the suites sold. Club seats can have a tendency to cannibalize your suite sales if you do it at the same time. We will have cards tonight for people to fill out that if they're interested in club seats we'll take their names and we'll contact them at a later date. That's probably going to be later this summer.

Chairman O'Neil asked how much will a club seat cost.

Mr. Lawrence responded \$1,600.

Chairman O'Neil asked is that for all events.

Mr. Lawrence responded in the negative and stated for hockey only and then you have an option to purchase tickets for the other events at a price determined by that promoter.

Chairman O'Neil asked do you guarantee that option.

Mr. Lawrence responded in the affirmative.

Chairman O'Neil stated for example if you want a guaranteed seat for the circus, there'll be a ticket available and if you don't take it, will someone else get it.

Mr. Lawrence responded in the affirmative, it'll go to somebody else.

Mr. Pritchard stated the way they'll do it, after the event is announced there'll be seventy two hours where you have the right to buy that seat before it's put on sale to the public.

Mr. Lawrence stated parking allocations, club seats, you get one parking space for four club seats. We don't have any parking here with club seats, just with the suites. We were going to carve the spaces out of the Center of NH garage, that's where the club seat parking would be, 150 spaces over there. We can fit it under the fire use regulations.

Chairman O'Neil asked who is that agreement with.

Mr. Lawrence responded that's the plan, there's no parking agreement yet. That's a part of the overall parking agreement that's got to be done yet but you know more about that than I do.

Alderman Rivard asked so box holders and club seat holders won't come...

Mr. Ashooh stated we must have twenty-six, twenty-seven commitments and if we get some tonight we'd be very happy because we need to sell twenty-one to get the bond posted.

Alderman Hirschmann asked did you invite substantially Manchester people.

Mr. Ashooh responded the whole State.

Alderman Hirschmann stated my concern is that eighty percent of Manchester tax dollars, they have to get first dibs at this project. Who was consulted as to who gets invited.

Mr. Ashooh responded if someone shows up with a check and they're a bonified company, let's say it's Lockheed, they're in Nashua but they employ a lot of Manchester people, how do you say no?

Alderman Hirschmann stated I wouldn't say no to anybody but I'm saying we just go for building a community center here, we want our people to have a chance to buy into this first.

Mr. Ashooh stated I think everybody has the opportunity.

Alderman Rivard stated that would be good to have that problem.

Mr. Ashooh stated success is a terrible problem. We made a great effort to make businesses aware of it. What you'll see is it's going to be a very good cross section of representation.

Alderman Rivard stated there was a very good article in the paper.

Chairman O'Neil stated we need to very much stick to a schedule and we generally do Tuesday nights or Monday nights and we've got vacations coming up, we can't be having a Friday night meeting on the third week of July. No matter what's driving it.

Mr. Ashooh stated the next meeting is scheduled for the 6th of July.

Chairman O'Neil stated it is very important in my opinion especially with vacations coming up that we stick to that.

On motion of Alderman Rivard, duly seconded by Alderman Cashin, it was voted to adjourn.

A True Record. Attest.

City Clerk