

**BERKS COUNTY CONVENTION CENTER AUTHORITY  
MINUTES OF THE REGULAR MEETING OF  
THURSDAY, APRIL 21, 2022**

The regular meeting of the Board of Directors (the “Board”) of the Berks County Convention Center Authority (the “Authority”) was called to order at 7:00 a.m. in the SMG Board Room, Santander Arena, 700 Penn Street, Reading, Pennsylvania.

The following members were present:

Mr. P. Michael Ehlerman  
Mr. Michael J. Gombar, Jr., Esquire  
Mr. Michael Fiucci  
Mr. Izzy Gonzalez  
Ms. Michele Richards  
Dr. Rodney Ridley

Mr. John Ernesto was excused.

The meeting was chaired by Mr. Gombar.

Also present:

Mr. Matthew Mayer, Esquire, Barley Snyder, LLP  
Ms. Christina Gilfert, ASM  
Mr. David Farrar, ASM/Reading Royals  
Mr. John Long, Reading Royals

The Chairman declared that a quorum was present and proceeded with the meeting.

PUBLIC COMMENTS

There were no comments from the public.

APPROVAL OF MINUTES

Upon a motion duly made and seconded, the minutes of the regular meeting of the Board of February 17, 2022 were unanimously approved.

PEARLE BUILDING UPDATE

Mr. Ehlerman provided the Board with an update on the Pearle Building. He noted that he had discussions with potential operators about a possible culinary school in the Pearle Building, but the end result is that it was not going to move forward. As a result, Mr. Ehlerman advised the Board he would like to list the Pearle Building for lease with NAI Keystone with an exclusion in the event any of the local colleges or universities decided to lease the building.

Upon a motion duly made and seconded, the Board unanimously approved the listing of the Pearle Building for lease with NAI Keystone with an exclusion for any local colleges or universities.

### TREASURER'S REPORT

Ms. Richards provided the Board with the Treasurer's Report, which contained the financials for the months of February and March 2022, and reviewed the report with the Board. Ms. Richards noted that the Authority had a decrease in cash of \$485,140.25 in February resulting in total cash held of \$14,726,711.18 and an increase in cash of \$123,430.05 in March resulting in total cash held of \$14,850,141.23. She noted that the Authority received its final payment of RACP funds from the State and made the final payment to Burkey Construction. Notwithstanding the foregoing, Mr. Ehlerman noted that there is still approximately \$169,000 in retainage funds being held by the State under the RACP program, which will be released to the Authority at a later date.

Ms. Richards provided the Board with an update on the hotel tax receipts paid to the Authority for January and February 2022. She advised that the hotel tax receipts for January were \$142,397.22, which was an increase of \$17,458.80 over January 2021 and the hotel tax receipts for February were \$167,776.69, which was an increase of \$40,722.24 over February 2021.

Upon a motion duly made and seconded, it was unanimously moved to approve all bills paid and to pay all bills listed that are scheduled to be paid. Secondly, upon a motion duly made and seconded, the Treasurer's Report was unanimously approved.

### ASM GLOBAL FINANCIAL REPORT

Ms. Gilfert provided the Board with an update on the ASM Global financials. As of the end of February 2022, the Arena and SPAC had a combined profit of \$319,901, which was significantly higher than the budgeted loss of \$342,406. She noted that January and February were both good months for the Arena and SPAC and March looks to be another good month. She further noted that food and beverage sales and the Ticketmaster rebates are helping to keep the Arena and SPAC profitable. Based on the foregoing figures, Ms. Gilfert expects ASM to be well over budget for the fiscal year. Upon a motion duly made and seconded, the ASM Global Financial Report was unanimously approved.

### ROYALS FINANCIAL REPORT

Mr. Long provided the Board with an update on the Reading Royals financials. He advised the Board that as of the end of February 2022, the Royals had incurred a loss of \$540,031, which is less than the budgeted loss of \$695,981. He noted that the Royals revenue remains better than budgeted which is keeping the figures above budget for the fiscal year. He did advise the Board that the Royals being in the playoffs, which they now are, was not in the original budget so it may have an effect on the financials depending on how far the Royals go in the playoffs. Upon a motion duly made and seconded, the Royals Financial Report was unanimously approved.

## SOLICITOR'S REPORT

Mr. Mayer had nothing to report.

## ASM GLOBAL UPDATE

Mr. Farrar provided the Board with an update on the Arena/SPAC operations. Mr. Farrar advised the Board that the Arena and SPAC had a lot of events in February and March which helped the financials improve. He noted that the Jehovah's Witnesses will not be in the Arena this year, but will be back in the summer of 2023. Finally, he noted that the Arena will remain busy with events for the remainder of the year, with SPAC being good but slightly less busy than the Arena. Mr. Farrar also noted that ASM is still missing 2 full-time employees (1 in operations and 1 in food and beverage).

Mr. Farrar provided the Board with some updates regarding the facilities' capital improvements. He noted that the bids go out for many of the capital improvements on April 29<sup>th</sup> and are due on May 13<sup>th</sup>. Once the bids are received, ASM will move forward with the capital projects to be completed. Mr. Farrar also noted that the new ice plant is scheduled to start the 3<sup>rd</sup> week of June and should take approximately 6 weeks to complete. The Board noted that we should schedule an event with the City when the ice plant is completed.

## ROYALS UPDATE

Mr. Farrar provided the Board with an update on the Royals operations. He noted that Royals just started the ECHL playoffs and he is hoping attendance will remain good through the playoffs. Mr. Farrar also advised the Board that there was a very good article on the Reading Royals in the Philadelphia Inquirer. He advised the Board that the ECHL schedule has been released for next season. The Royals opening game will be Saturday, October 22, 2022. He noted that currently the Royals are scheduled to have 10 Friday games and 12 Saturday games, which could switch to 11 Friday games and 13 Saturday games if Trios-Rivieres hosts the World Juniors Tournament. Mr. Farrar advised the Board that 72% of season ticket holders have already renewed for next season. He also noted that there are a lot of new season ticket holder requests, many of which are coming from a much younger crowd. Finally, he noted that the Royals Youth Hockey Program has grossed \$425,000 so far this fiscal year.

## SCHOLARSHIP UPDATE

Mr. Fiucci provided the Board with an update on the Authority's Scholarship program. He noted that the Authority received 23 applicants and two girls (1 from Wilson and 1 from Boyertown) were selected to receive the Scholarships. He noted that running the scholarship program through the Berks County Community Foundation was very successful, much easier and led to a larger number of applicants.

## CHAIRMAN'S REPORT

Mr. Gombar asked if the Board was interested in purchasing a table again for the Chamber Dinner. After discussion, it was recommended to purchase a table and Mr. Farrar will contact the Chamber to accomplish this task.

Mr. Gombar also advised the Board that he would be attending a meeting on the establishment of a new authority to work on the establishment of the rail line from Philadelphia to Reading. After discussion, it was decided the new authority is a good idea and that the Authority will support the establishment of the new authority as the rail line may help drive attendance to the Arena and SPAC.

Finally, Mr. Gombar asked about the providing funds to ASM to fund a block party/concert for the Royals Opening Night. Mr. Farrar advised the Board he would need \$20,000 to \$30,000 to fund this event. Mr. Ehlerman noted that the Authority would likely not get support from the Berks County Community Foundation for this event, so it was decided the Authority would provide the funds needed.

There being no further business before the Board at the public session, the Chairman announced that that the Board would be going into executive session to discuss Board personnel matters and that the meeting would not reconvene after the executive session. Mr. Gombar noted that the next regular meeting of the Board would be held at the Santander Arena at 7:00 a.m., on June 16, 2022. At 8:00 a.m., upon a motion duly made and seconded, the Board unanimously resolved to adjourn.