

**BERKS COUNTY CONVENTION CENTER AUTHORITY  
MINUTES OF THE REGULAR MEETING OF  
THURSDAY, APRIL 20, 2017**

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, the Santander Arena, 700 Penn Street, Reading, Pennsylvania.

The following members were present:

Mr. P. Michael Ehlerman (via telephone)  
Mr. Michael Fiucci  
Mr. Carl Herbein  
Mr. John Ernesto  
Mr. Michael J. Gombar, Jr.  
Mr. Burlee Adams (via telephone)  
Ms. Michele Richards

The meeting was chaired by Mr. Ehlerman.

Also present:

Mr. Matthew Mayer, Esquire, Leisawitz Heller Abramowitch Phillips, P.C.  
Mr. David Farrar, SMG  
Ms. Christina Gilfert, SMG

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

**PUBLIC COMMENTS**

There were no comments from the public.

**CHAIRMAN’S REPORT**

Upon a motion duly made and seconded, the minutes of the regular meeting of the Board of February 16, 2017 were unanimously approved.

Mr. Ehlerman provided an update on the RACP application for the Pearle Building. He advised that the total RACP requests to the State exceeded \$1.75 billion. With regard to the Authority’s application, he noted that the Authority is competing with three other applications: one from Albright College, one from Alvernia University and one from West Run Business Park. Mr. Ehlerman stated that he will continue to work with our local legislators in an effort to have the RACP application approved.

## TREASURER'S REPORT

Mr. Herbein distributed and reviewed the two-month Treasurer's Report containing the financials for the months of February and March 2017. Mr. Herbein reviewed and explained to the Board the various different accounts that the Authority maintains. Mr. Herbein noted that there were a lot of expenditures in February which resulted in a decrease in cash in the amount of \$128,231.54, for a total cash balance of \$3,867,148.78. He reviewed the March statement as well, which contained normal monthly activity resulting in an increase in cash of \$115,501.89, for a total cash balance of \$3,982,650.67.

Mr. Herbein proceeded to review the hotel tax receipts for January and February 2017. He advised that the hotel tax receipts for January were \$133,944.74, which was an increase of \$23,406.08 as opposed to January 2016, although he did note that the amount for January 2017 included approximately \$23,000 of delinquent taxes. He further advised that the hotel tax receipts for February were \$145,062.16, which was an increase of \$16,701.05 as opposed to February 2016. Finally, he noted that the total hotel tax receipts have increased by approximately \$200,000 each year over the past three years.

Upon a motion duly made and seconded, it was unanimously moved to approve all bills paid in February, March and April and to pay all bills listed that had been unpaid during this period. Secondly, upon a motion duly made and seconded, the Treasurer's Report was approved.

## SOLICITOR'S REPORT

Mr. Mayer had nothing of significance to report.

## OTHER BUSINESS

Mr. Ernesto provided an update on the inaugural Blues Event in the fall of 2017. He advised that he has been working with the Arts Council and creating the plan for the event which will take place on October 6 – 8. He noted that he planned to speak to the Downtown Alive organizers and see if they could do an additional concert for Thursday October 5<sup>th</sup> to kick off the Blues Event. He further advised that he is still working on planning and getting artists, but that he would like to formally announce the event in mid-May.

Mr. Fiucci provided an update regarding the scholarship applicants. He advised that there were five applicants, and he presented the board with the two applicants that were chosen to receive the scholarships. The winning applicants were Kylie Brown from Schuylkill Valley and Emily Rupp from Governor Mifflin. He advised that he will coordinate to have both winning applicants at the Board's June meeting for the scholarship presentation.

Mr. Fiucci also presented an idea to the Board to create a new scholarship in the name of long time Board member Albert Boscov. His concept was to award the scholarship to an applicant who plans to continue their studies and career in the hotel or retail industry. The Board was very receptive to the idea, and the Board will continue to discuss the amount of and details regarding the scholarship which would be awarded next school year.

## MANAGEMENT REPORT

Mr. Ehlerman and Mr. Farrar discussed the financial situation of SMG. Mr. Ehlerman noted that for the current fiscal year, SMG has earned a profit of \$240,000, which is compared to a loss of \$324,000 for the same period last year. Mr. Ehlerman commended Mr. Farrar on his hard work in turning around SMG's operations and making it profitable. Mr. Ehlerman noted that this is one of the best financial positions in recent years. Mr. Farrar noted that he projects that SMG will end the fiscal year with an approximate profit of \$100,000.

Mr. Farrar distributed a new Event Schedule for the Arena and SPAC. He noted that the remaining shows are selling well and there are several shows which are very close to being sold out and will likely sell out. He said that he has a lot of dates held for next year and that the event schedule for the fall and winter is filling in nicely.

## NEW BUSINESS

There was no new business to be discussed.

There being no further business before the Board at the public session, the Chairman announced that the next regular meeting of the Board would be held at the Santander Arena at 7:00 a.m., Thursday, June 15, 2017. At 8:00 a.m., upon a motion duly made and seconded, the Board unanimously resolved to adjourn.