

**THE RHODE ISLAND CONVENTION CENTER AUTHORITY
BOARD OF COMMISSIONERS
MARKETING COMMITTEE MEETING**

December 14, 2006

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on December 14, 2006 pursuant to notice at the Rhode Island Convention Center Boardroom, One Sabin Street, Providence, Rhode Island.

Board members present were Chairman Dale Venturini, Commissioners Jeff Hirsh, Jason Fowler and David Duffy.

Also in attendance were Jim McCarvill, Kerrie Bennett, Ashley Niven and Betty Sullivan, RICCA; Neil Schrieve, John Gibbons and Martha Sheridan, PWCVB; Tim Muldoon and John McGinn, RICC; Cheryl Schadone, Dunkin' Donuts Center; David DePetrillo, RIEDC/Tourism; Steve Whitney, Senate Fiscal Staff; Evan Smith, Newport CVB; Lisa Gross, Hyatt Regency, Newport and Eileen Smith, recording secretary.

Ms. Venturini called the session to order at 12:10 p.m. Ms. Venturini expressed the condolences of the Committee to Cheryl Schadone on the death of her father.

Noting that the minutes of the September meeting had been distributed Ms. Venturini sought a motion to approve. Upon a motion

duly made by Mr. Fowler and seconded by Mr. Duffy it was unanimously

VOTED: to approve the minutes of the September meeting.

Because of invited guests, Ms. Venturini asked everyone to introduce themselves.

Ms. Venturini noted that she had attended a CVB meeting the previous day and reported that the meeting was exciting and that things are happening. She stated that she is proud to be part of the organization. Ms. Venturini asked Neil Schriever to begin his presentation. Mr. Schriever introduced John Gibbons, the newest member of the CVB. Mr. Gibbons is a Rhode Island native that has recently been working in Worcester. Mr. Gibbons will be responsible for SMERF accounts particularly sports and religious markets. Mr. Gibbons said that he was looking forward to working with everyone to promote events at the facilities. Mr. Schriever began his power point presentation including photos of recent CVB events. (attached)

Martha Sheridan announced that Kristen Adamo had been promoted to Vice President of Communications for the CVB. She said that Kristen would be working closely with the public relations firm, Lou Hammond and Associates, and with our Newport partners to promote the State as a destination. Ms. Sheridan reported that the re-location committee toured several downtown sites and has narrowed the

choices to 144 Westminster and 275 Westminster. Ms. Sheridan said that negotiations with are underway to find the best match for the CVB.

Cheryl Schadone was asked to report on Dunkin' Donuts Center marketing. Ms. Schadone said that the Dunkin' Donuts Center was looking forward to a very successful season. Ms. Schadone continued with the Power Point presentation. (attached)

Ms. Schadone reported on the pilot program with Hope High School and New England Tech. She noted that ten Hope High School students were recognized for their successful completion of a training program as mobile camera operators for events at the Dunk to be viewed on the new video scoreboard. Ms. Schadone said that the success of the program will open up other internship programs and offer opportunities to area students. Ms. Schadone updated the Committee on co-marketing efforts between the PWCVB, the Convention Center and the Dunkin' Donuts Center to have a greater impact in trade publications.

Mr. McGinn presented the Convention Center's marketing activities for the month of November. (attached).

Mr. DePetrillo addressed the Committee. Below is Mr. DePetrillo's report

DOMESTIC GROUP/PACKAGE MARKETING PROGRAM

Last month our Travel Trade Manager Katrina White led the Rhode Island delegation to month's National Tour Association's Annual Convention in Salt Lake City. NTA is the most important trade event for our state's package and group tour industry. At the convention Rhode Island's delegates did business through one appointment with key tour operators. We had a lot of interest in our Tall Ships packages which we developed in cooperation with our private sector. The next major group travel trade event is ABA at the end of January.

The American Bus Association marketplace to be held next month is our second most important group business –to-business event, and we already looking at a full book of appointments. We'll join our sister New England states with a reception this year with New England produced wines and foods such as maple, pumpkin, turkey, cranberries, and artisan cheeses.

Rhode Island continues to get great PR for its innovative group tour efforts, and we also have high visibility with our coop ads, like the one in the winter edition of Group Tour Magazine

INTERNATIONAL MARKETING

Jayne Panarello of our office represented Rhode Island in the Discover New England booth at world travel market, the biggest travel

trade event in the UK, our largest overseas market, along with 27 other New England delegates representing states. This presents us with an opportunity to have specific appointments with over 50 tour operators and travel journalists. With the tour operators we focus on getting them to sell more New England itineraries, and with the writers we are lining up familiarization tours for 2007. We hosted our annual press/operator reception in the booth on the first day which attracted well over 125 operators and journalists representing print, electronic and broadcast media.

With a more select group of two dozen journalists we hosted a Taste of New England press conference at the popular London restaurant The Roast House. The breakfast included a presentation on the destination as well as a ‘New England Gourmet Trails’ press kit hand out which was a booklet designed to feature each New England state and their signature foods.

At WTM we unveiled our newest fulfillment magazine in which Rhode Island with the other New England States collaborated for the outside back cover ad. This will be used through the next year in the UK for both trade and consumer inquiries.

Mr. Fowler asked if local colleges and universities contributed their talent and resources to our efforts, such as RISD and Johnson & Wales which are prominently mentioned in our sales materials. Mr. DePetrillo said that RIEDC has a good working relationship with

several schools.

Ms. Venturini welcomed Evan Smith and Lisa Gross from the Newport CVB. Ms. Venturini noted that Ms. Gross was also the Director of Marketing for the Hyatt Regency in Newport. Mr. Smith reported that the Travel Writers Association Christmas Party would be held this year at Rosecliff. He noted that this party is usually held in New York.

Mr. Smith also noted that Newport would be featured on the travel channel.

Ms. Gross reported that the ownership of the Hyatt Regency has changed is now an AMSTAR property. She noted that Davidson Management Co. is now managing the property and the owners will be investing \$23,000,000 in renovations.

Ms. Venturini thanked Ms. Gross for hosting Rhode Island Tourism's Annual Meeting. She said that the staff did a wonderful job and the food was excellent.

Kerrie Bennett was asked to address the Committee. Ms. Bennett reported that discussions are underway for a Fan Fest. Mr. McCarvill explained the concept of a Fan Fest. He said that all area college teams and their mascots and bands would hold demonstrations and interact with fans for the kick-off of the Fall/Winter athletic season. Ms. Bennett said that plans are underway for a three day event.

Ms. Venturini said that there is some other business to report. Martha Sheridan noted that Lyn McCormick had been appointed to the CVB Board and that the Board had re-elected Joe Judge as Secretary Treasurer.

Ms. Venturini noted that the Visitor's Center in the lobby of the Convention Center is very cold and that visitors and volunteers find it uncomfortable. She asked that something be done to correct the problem.

Hearing no further discussion, Ms. Venturini entertained a motion to adjourn. Upon a motion duly made by Mr. Duffy and seconded by Mr. Fowler it was unanimously

VOTED: to adjourn at 1:20 p.m.