

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

**December 18, 2007**

**A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on December 18, 2007 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, David Duffy and Paul MacDonald.**

**Also in attendance were Jim McCarvill and Kerrie Bennett, RICCA; Neil Schriever, PWCVB; Tim Muldoon, Debbie Tuton and John McGinn, RICC; Larry Lepore, Cheryl Schadone and Kym Chevian, Dunkin' Donuts Center; Robert Bromley, Senate Fiscal Office; Benjamin Gedan, Providence Journal; Dave DePetrillo, RIEDC; Evan Smith, Susan Pratt, Tim Walsh and Len Panaggio, Newport CVB, and Eileen Smith, recording secretary.**

**Ms. Venturini called the meeting to order at 1:10 pm.**

**Ms. Venturini asked everyone to introduce themselves. Noting that the minutes of the November meeting had been distributed Ms. Venturini sought a motion to approve. Upon a motion duly made by**

**Mr. MacDonald and seconded by Mr. Fowler it was unanimously**

**VOTED: to approve the minutes of the November meeting.**

## **PROVIDENCE/WARWICK CVB**

**Mr. Schriever began his presentation. Mr. Schriever noted that in November the CVB booked two short term events for the Convention Center, Nielsen Business Media in July and New Wave Media, Inc. in September. Mr. Schriever reported on several tentative bookings such as the Ecological Society of America, the Estuarine Research Federation, Public Responsibility in Medicine & Research, as well as the National Association for the Education of Young People and the North American Council on Adoptable Children. Mr. Schriever stated that there were numerous site inspections in November including Play it Again Sports, Fidelity Personal Investments and American Power Conversion. Mr. Schriever reported that the CVB staff had traveled the New York City to participate in a luncheon hosted by the Providence/Warwick CVB and the Newport CVB. Mr. Schriever noted that John Gibbons had attended the Iron Man competition in Clearwater, FL to observe how it was run and the sales staff had also traveled to Milwaukee, Wisconsin to attend the Nursing Alliance Organization trade show and summit. Mr. Schriever reported that the PWCVB and Newport CVB had hosted a Travel Fair at Brown University along with the Newport CVB to promote the Ambassador Program. Mr. Schriever noted that this year's Brown event was**

attended by 105 Brown University Professors and Faculty members. Mr. Schriever reported that the Ambassador program is getting others involved in promoting Rhode Island to their organizations. Mr. Schriever said that Ms. Sheridan was unable to attend the meeting but her marketing update was part of the presentation. He stated that a new lure brochure had been created and a more comprehensive photo library, adding winter photography was being developed. Mr. Schriever noted that the CVB is assembling the Providence portion of Tour Rhode Island and working with a media buyer to trade trip giveaways for advertising time and space. Mr. Schriever stated that the new web site was launched on December 12th. He stated that as well as promoting the area, the CVB provides information and performs services, working with a variety of industry partners.

Ms. Venturini noted that in the spirit of cooperation and collaboration, Ms. Schadone had notified area restaurants of the Hannah Montana concert and its impact on restaurants in other venues around the country so that they could be prepared.

## **DUNKIN' DONUTS CENTER**

Ms. Venturini asked Ms. Schadone to address the Committee. Ms. Schadone said that this month, she would give the committee a break from her tutorials and concentrate on upcoming events. Ms. Schadone reported that the Providence Bruins and Providence College Basketball Seasons continue. She said that the next few

weeks would be very busy with Hannah Montana and Disney on Ice Princess Classics. She noted that because the Boat Show was not going to be using the arena, FMX Freestyle Motocross had been booked for that weekend. Ms. Schadone noted that other upcoming events will include Disney's High School Musical on Ice, World Wrestling Entertainment, Dancing with the Stars and several other exciting events. Ms. Schadone reported that Disney on Ice and Red Door Spa will treat several newly adopted girls and their mothers to an afternoon of beauty, "Princess Makeovers" complete with tiaras, magic wands, hairstyling and manicures. Ms. Schadone distributed the newest art work for advertising the Dunkin' Donuts Center in trade publications.

## **CONVENTION CENTER**

Mr. McGinn reported on several tentative events that the Convention Center staff is working diligently to secure. He noted that the Desktop Engineering Conference and Tradeshow is considering a September 2008 date and if we are successful in booking the show it could become an annual event. Mr. McGinn stated that Fidelity Allied Defense Group's Summer Sales Meeting that was held at the Convention Center in 2006 and then moved to Boston in 2007 may be returning to the Convention Center in July 2008. Other tentative events are the American College of Healthcare Administrators, the US Psychiatric Rehabilitation Association and Coors 2008 East Region Fall Communications Meeting. Mr. McGinn was pleased to report on

several contracted events. He noted that an Ocean Tech Expo will be returning as well as the National School Scrabble Championships. Mr. McGinn summarized the IAEE conference that the Convention Center sales staff had recently attended. He noted two new sales leads, the Wire and Cable Tradeshow and the National Conference for Foreign Language Teachers. Mr. McGinn stated that several site inspections had occurred over the past few weeks.

## **RHODE ISLAND TOURISM DIVISION UPDATE**

**RICCA MARKETING COMMITTEE MEETING 12.18.07**

**DAVID C. DEPETRILLO**

## **DOMESTIC GROUP/PACKAGE MARKETING PROGRAM**

Last month I told you that our next national travel trade event is in February where we hope to steal the show by trucking in a New England Lobsterbake from a company in Pawtucket. Our travel trade manager, Katrina White is coordinating that event. I thought you might like to see one of the ways we are promoting this to tour operators through a fun direct mail campaign. All of this, of course, was funded by our private sector partners. (lobster bibs)

## **INTERNATIONAL MARKETING**

Last week the Tourism Division conducted an International workshop for about 35 tourism industry people from around the state. We had our new managing director of discover New England provide an update on current trends in our key source markets and explain how

**businesses and destinations can get a piece of the growing foreign visitor pie. We also encouraged their attendance at our annual discover New England International Tourism Summit and Marketplace where they can have one-on-one meetings with foreign tour operators and travel press.**

## **PUBLICATIONS**

**Last month I told you about our initiative to develop a sponsored version of the state map, and promised to bring the finished copy today. (State Map distributed) This is an excellent example of collaboration and partnership, since the cost of this map was totally covered by sponsors.**

## **SPECIAL PROMOTIONS**

**Tour Rhode Island (There's No Place Like Home) might not be taking place until next May, but the planning committee has already completed the itineraries for the two dozen tours that will be offered to Rhode Islanders on the AAA web site. This event was recognized with a national award from the travel industry Association of America and National Geographic magazine. We'll launch the 2008 program at a January 25, 2008 press conference.**

## **NEWPORT CVB**

**Mr. Smith introduced Len Panaggio, the newly elected chairperson of the Newport CVB and Susan Pratt. Mr. Panaggio stated that it is a**

tribute to Ms. Venturini that tourism groups in the State have begun to pool resources to promote the entire State. Mr. Panaggio noted that promoting ferry service from Providence will be important in the future. Mr. Panaggio also reported on a recent article in the Providence Journal noting the impact that our fine restaurants have on our cities. Mr. Panaggio stated that the 10% room tax and 1% meal tax contribute health numbers for the cities and those numbers are mostly due to volume. He noted that 2007 was a pretty good year in Newport although visitor shopping continues to be a soft spot with room for more upscale and mid-scale variety and options. Mr. Smith noted that a number of challenges loom for 2008. Gas prices keep rising and 2008 is an election year which historically trend lower. Mr. Walsh congratulated Mr. Schriever on securing the Pfizer Vendor Day. He noted that Newport is attempting to host the event in the future and it is important to keep it in the state. Mr. Hirsh asked if the docking of cruise ships help Newport shopping. Mr. Smith said that they help a great deal with both shopping and restaurants.

Ms. Venturini thanked everyone for attending and noted that for the coming year the Marketing Committee would meet at 12:30 pm prior to the Dunkin' Donuts Center and the Convention Center Committee meetings.

Upon a motion duly made by Mr. Fowler and seconded by Mr. Hirsh it was unanimously

**VOTED: to adjourn at 2:00 pm**