

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

**August 28, 2007**

**A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on August 28, 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, Paul MacDonald and Dave Duffy.**

**Also in attendance were Jim McCarvill and Kerrie Bennett, RICCA; Martha Sheridan, Neil Schriever, PWCVB; Tim Muldoon, Debbie Tuton, John Colletta, Amanda Marzullo, Kathy Masino, Nancy Beauchamp and John McGinn, RICC; Larry Lepore, Cheryl Schadone, Kym Chevian and Eleanor SanAntonio, Dunkin' Donuts Center; Benjamin Gedan, Providence Journal and Eileen Smith, recording secretary.**

**Ms. Venturini called the session to order at 1:03 p.m. Ms. Venturini sought a motion to approve the minutes of the June meeting. Upon a motion duly made by Mr. Duffy and seconded by Mr. Hirsh it was unanimously**

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

**Ms. Venturini reported that at this meeting our partners would be presenting their Marketing Plans for fiscal year 2008. Ms. Venturini asked Ms. Schadone to begin the Dunkin' Donuts Center's plan. Ms. Schadone noted that a power point presentation had been prepared combining the plans of the Dunkin' Donuts Center, the Convention Center and the PWCVB. Ms. Schadone stated that her goal for fiscal year 2008 would be to maximize sales of Dunkin' Donuts Center in-house advertising inventory and create value for current advertisers and event sponsors. Ms. Schadone noted that as part of the continuing co-marketing efforts with the Convention Center they plan to identify opportunities to market both facilities as a full service entertainment and convention complex. Ms. Schadone reported that Providence continues to grow as an attractive and healthy market for family entertainment. She also reported that the Providence Bruins will continue to promote the team by offering family four packs as well as group discount offers. The Providence Bruins offer youth hockey opportunities to local teams and players in order to market their product to future hockey fans. Mr. MacDonald asked Ms. Schadone if there was a breakdown of the savings with the family four packs. Ms. Schadone responded that approximately \$12.00 per person is saved. Mr. MacDonald recommended that parking should be considered in the offer. Ms. Venturini asked if there was a report on the demographics and interests of our patrons. Ms. Schadone stated that the figures we receive from Ticketmaster can be manipulated many ways to find the information that is needed. Ms.**

Schadone noted that we have something very unique and special in this cohesive working environment. Mr. Lepore reported on marketing to concert promoters. He noted that there are three major agencies talent in the industry. Mr. Lepore said that the ability to call and get through to a promoter or agent is very important. Mr. Lepore noted that he had developed a very good relationship with promoters and therefore we should do well. Mr. Lepore stated that this is a great market, we sell tickets and business will come here. He said that things are looking up. Mr. Lepore noted that SMG now has some products and events that will come through the building. Mr. Duffy inquired about our competing with other SMG facilities. Mr. Lepore said that no one at SMG Corporate has asked that we back off on a concert in favor of another facility. Mr. Lepore stated that the Dunkin' Donuts Marketing Department is the best in the business. Mr. Lepore said that we pay a lot of attention to the patron and what we can offer to better the overall experience.

John McGinn began by stating that the mission of the Rhode Island Convention Center is to provide a professionally managed, multi-use, first class venue that generates positive economic impact for the local community and the State, promotes tourism and enhances the quality of life for the community that we serve. Mr. McGinn reported that the past year was the highest revenue producing year in the history of the facility. He said that the main reason for success has been the ability to generate new business each year while maintaining excellent service to our repeat customer base. Mr.

**McGinn noted that during fiscal year 2007 attendance at public shows was down. Meetings are planned with show managers to discuss the need for them to reinvest in their shows to bring the crowds back. Mr. McGinn reported that the sales team would focus on growth areas within the public show sector such as competitions, sports related events, dance groups and electronic gaming events. Another area with potential growth is the holistic health industry which concentrates on wellness of the body, mind and spirit. Mr. McGinn noted that the main challenge in the public show market is the availability of weekend dates. Mr. McGinn noted that the increase in hotel rooms in Providence will make for a more viable destination in the trade show market. Mr. McGinn also noted that the junior ballroom allows the facility to accommodate groups that are looking for classroom, banquet or theater seating. He said that the junior ballroom is a value added benefit that allows greater flexibility for our customers.**

**Ms. Venturini asked Martha Sheridan to present the PWCVB's plan. Ms. Sheridan reported that Providence's popularity continues to grow. She noted that the CVB also partners with the Tourism Council, the City of Warwick, Rhode Island Hospitality and Newport to promote the destination. Ms. Sheridan reported that Providence had been named one of the "Top 10 the travel industry hopes will become hits in the coming years" by the Wall Street Journal. Ms. Venturini stated that we need to send people out to civic and charitable organizations to let everyone know what we have here and encourage**

those groups to promote the destination as a location for their associations' events. Mr. Duffy asked how our costs compare with other destinations. Mr. McCarvill noted that the total destination costs are competitive. Ms. Sheridan noted that one of the objectives of the CVB is to facilitate the "Greening" of the destination and they are working with partners throughout the region in this collaborative effort. Ms. Venturini explained the difficulties of "Greening" in our area.

Ms. Venturini congratulated everyone on their presentations. She noted that the web sites of all the partners are linked and easy to access. Ms. Schadone stated that sharing our resources and working together makes sense. Mr. Duffy congratulated everyone. Mr. Hirsh noted that our job is to fill these buildings and we should use assets and attractions in the rest of the State to do that even more successfully. Mr. Schriever noted that a great marketing tool/slogan is "Book a City get a State".

Upon a motion duly made by Mr. MacDonald and seconded by Mr. Duffy it was unanimously

**VOTED:** to adjourn at 3:00 p.m.