

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

October 23, 2007

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on October 23, 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, and Dave Duffy.

Also in attendance were Jim McCarvill and Kerrie Bennett, RICCA; Martha Sheridan, Neil Schriever, PWCVB; Tim Muldoon, Debbie Tuton and John McGinn, RICC; Larry Lepore, Cheryl Schadone, Kym Chevian and John Colletta, Dunkin' Donuts Center; Benjamin Gedan, Providence Journal; Dave DePetrillo, RIEDC; Tim Walsh, Newport CVB and Eileen Smith, recording secretary.

Ms. Venturini stated that until we reached a quorum no action would be taken by the Committee. Ms. Venturini asked Mr. Schriever to proceed with his presentation. (copy attached)

Mr. Hirsh arrived at 1:35 at which time Ms. Venturini called the meeting to order. Ms. Venturini noted that no meeting was held in September and sought a motion to approve the minutes of the August

28th meeting. Upon a motion duly made by Mr. Duffy and seconded by Mr. Hirsh it was unanimously

VOTED: to approve the minutes of the August meeting.

Ms. Venturini asked Ms. Schadone said that her goal was to inform the Committee how the Dunkin' Donuts Center markets the arena and the role that sponsors play in our ability to attract events and the success of those events. Discussions ensued regarding the benefits of sponsorships. Ms. Venturini noted that it appears that a sponsorship is more like a partnership for the event. Ms. Schadone's power point presentation (attached) includes an example of sponsorship opportunities for the Harlem Globetrotters. Mr. Hirsh noting the popularity of Hanna Montana asked if there were a way to work with promoters to add another show. Ms. Schadone explained that a great many pieces have to fit together in order for a show to be added. Mr. Lepore noted that sometimes a promoter would rather bring an act back at a later date than add additional shows.

Mr. McGinn noted that Ms. Schadone had brought her sponsorship expertise to the Festival of Trees which is moving along nicely. Mr. McGinn began his presentation by highlighting new public shows, conventions, meetings and events. Mr. McGinn stated that a Cape Verdean Concert, the Bay Colony Cluster Dog Show and the American Championships, a Cheer and Dance competition are some examples of new public shows for future years. Play it Again Sports

is a new event that will hopefully become a annual tradeshow. Mr. McGinn reported on several site inspections including the National League for Nursing and the Scottish Rite for Free Masonry.

RHODE ISLAND TOURISM DIVISION UPDATE

RICCA MARKETING COMMITTEE MEETING October 23, 2007

DAVID C. DEPETRILLO

LEISURE MARKETING

Our primary fall season leisure tourism campaign was launched at the beginning of October. The campaign focuses on online advertising that promotes the packages and discounts offered through the CVB's and regional tourism councils. Typically the fall season has shorter planning periods and visitors frequently seek value-added packages on the web.

DOMESTIC GROUP/PACKAGE MARKETING PROGRAM

- Rhode Island will again be represented at the National Tour Association marketplace. Rhode Island will be the name badge sponsor and will serve johnny cakes at its booth. New to the NTA schedule this year is dedicated time for operators to "shop" at a Destination Pavilion at which we will be participating.
- Agri-tourism is one of the areas we promote and we have new Farmways Brochures and Rack Cards which will be used at information and welcome centers to promote the state agricultural tourism opportunities.

- Rhode Island received great press in NTA Courier Magazine and Group Tour Magazine. We will also receive more press in the near future in Group Travel Leader on Culinary Tourism.

INTERNATIONAL MARKETING

- World Travel Market –Jayne Panarello of the Tourism Division will be among a dozen representatives from New England who will take part in World Travel Market 2007 in London next month in the Discover New England Booth. DNE is a cooperative marketing organization of the six state tourism offices. Delegates will focus on new products and niche markets to present to tour operators and spring and summer 2008 story ideas for the press who will be attending a special 'press event' at the DNE booth. At WTM we will be releasing the DNE UK fulfillment piece that we use for trade and consumer distribution throughout the UK. Once again Rhode Island partnered with the regional tourism offices to take a full page on the outside back cover. It will also appear as an insert in an issue of Essentially America magazine which is sold throughout the UK. 50,000 pieces are distributed through the magazine, 10,000 are distributed in the UK marketplaces and consumer shows, 5000 are bound in the Discover North America Travel Trade Directory and there are about 30,000 downloads.

- The DNE German fulfillment piece has recently been printed and is being shipped to all NE offices and the DNE office in Germany. Again, the state tourism office and its regional partners took the

outside back cover of this publication. The special section appeared in an issue of America Journal which is sold throughout Germany. 40,000 of the AJ magazines are distributed to consumers and an additional 25,000 of the DNE pieces are used for trade shows, requests and other travel related distributions.

- National Geographic - Seibo Heinken from National Geographic Magazine in Germany, will be in RI November 1 & 2 as part of his 6-New England state tour to gather info for a "Collectors Edition" of NG in Germany. He will visit Providence and Newport and meet with tourism and other 'historians' in each region.

PUBLIC RELATIONS

Last week Rhode Island received some good publicity in the New York Times in an article about fall color without the crowds. They also published an online version which resulted in an immediate spurt in our visitrhodeisland.com web traffic

Ms. Venturini recognized Tim Walsh from the Newport CVB. Mr. Walsh reported that new hotels are being built and renovations to others are taking place in Newport. Mr. Walsh said that the summer was very successful and the CVB is gearing up for the holiday season. He noted that the warmer than normal weather has helped to keep the tourists coming. Mr. Walsh stated that the City is gearing up for the holidays and noted that Christmas in Newport is always a popular destination.

Mr. Hirsh noted that tourism in Rhode Island was up this summer and down on Cape Cod. He asked if anyone new the reason. Mr. DePetrillo said that Rhode Island has more of what people are looking for. Mr. Walsh said that it is very important to keep the destination fresh.

Ms. Venturini reported that Andy Smith of the Providence Journal had written a good article on tourism and jobs in Rhode Island. She also noted that the new committee formed to promote Federal Hill could be a good partnership for us.

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

VOTED: to adjourn at 2:15 pm