

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

January 29, 2008

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on January 29, 2008 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, Betty Sullivan and Kerrie Bennett, RICCA; Martha Sheridan and Neil Schriever, PWCVB; Debbie Tuton, Arlene Oliva and John McGinn, RICC; Larry Lepore, Cheryl Schadone and Eleanor SanAntonio, Dunkin' Donuts Center; Benjamin Gedan, Providence Journal; Dave DePetrillo, RIEDC; Evan Smith, Anne Robert, Jennifer Pitt, Tim Walsh and Patricia Snun, Newport CVB; Kimberly Wadga, RI Hospitality & Tourism, and Eileen Smith, recording secretary.

Ms. Venturini called the meeting to order at 12:30 pm.

Ms. Venturini asked everyone to introduce themselves. Noting that the minutes of the December 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 December meeting.

PROVIDENCE/WARWICK CVB

Mr. Schriever began his presentation. Mr. Schriever highlighted the sales activity for December. Mr. Schriever noted that the American Physical Society booked for October of 2012 will be one of the largest groups to use the facility because of the number of associated room nights. Mr. Duffy commented that he was impressed with the group that is in the hotel and Convention Center at the present time. Mr. Schriever stated that Math Works is a great fit for the facility. He noted that the Westin is short on meeting space therefore they are partnering with the Convention Center. Mr. Schriever reported several tentative bookings that the CVB and the Complex are working to secure. He noted that the Seventh Day Adventist Church, and XRX, Inc. Stitches are looking at dates in August and October of 2009. The United States Psychiatric Rehabilitation Association and the Acoustical Society of America are tentative bookings for June, 2010 and June 2012 respectively. Mr. Schriever reported on the month's site inspections by the Master Brewers Association of America, the USS Providence Veterans Association and the International Fisheries Observer Monitoring Organization. Mr. Schriever noted that the CVB had attended Travel and Trade Shows in Las Vegas, Washington, DC

and Chicago and had come away with several leads and prospects for the complex. Mr. Schriever announced that on Valentine's Day a prospecting telephone blitz would take place in the Convention Center. He stated that over 2,100 clients from the PWCVB database and Meeting Information Network will be contacted. He said that those that are contacted will be entered into a contest to receive a Rhode Island Clambake delivered to their home. Ms. Sheridan reported on marketing efforts at the CVB. She said that her staff is working on Destination Providence for a release date in April. Ms. Sheridan announced that press releases were issued promoting Providence's accessibility to Foxboro for the Patriots playoff games and to promote the Anthony Quinn art exhibition in the lobby of the Convention Center. Ms. Sheridan noted that the CVB staff has been developing new ads for meetings and conventions as well as completing the final proofs of the promotional sheet for the Rhode Island Convention Center Complex. Ms. Venturini reported that a Green Meetings Initiative training would take place on February 12th. Ms. Sheridan noted that representatives from the Narragansett Bay Commission, Rhode Island Resource Recovery, National Grid and DEM have partnered to assist in the Greening of Rhode Island. Mr. MacDonald asked what constitutes green certification. Ms. Sheridan said that energy management and recycling efforts are important areas to be certified green.

DUNKIN' DONUTS CENTER

Ms. Venturini asked Ms. Schadone to address the Committee. Ms. Schadone reported on the Dunkin' Donuts Center upcoming events. She noted that the Providence Bruins and the PC Friars seasons continue. Dancing with the Stars, US Synchronized Skating Championships, Carrie Underwood, the Station Family Fund Relief Concert and Monster Jam are some events that will be held this season. Ms. Schadone reported that 29 events had taken place at the Dunkin' Donuts Center in December. She noted 28 operational conversions included painting the ice white for the Disney productions and then returning the ice to hockey set-up. Ms. Schadone stated that the ice was covered with AstroTurf for FMX Motocross, covered with the basketball floor and changed over for a concert set-up. Ms. Schadone stated that the luxury suites were successfully opened. Ms. Schadone included in her presentation promoter quotes that indicating that promoters realize the importance of this market. Ms. Schadone reported that the Dunkin' Donuts Center, the Harlem Globetrotters and the Providence Journal's Newspapers In Education had teamed up for the three week reading program. She stated that two winning classrooms will get a visit from a Harlem Globetrotter on February 1st.

CONVENTION CENTER

Mr. McGinn reported that the group that is in the facility today is MathWorks, the world's leading developer of technical computing software for engineers and scientists in industry, government and

education. Mr. McGinn thanked everyone for their hard work with the turnaround from the Auto Show to MathWorks. Mr. McGinn noted that more than 50% of the attendees at the event are international travelers. Mr. McGinn highlighted recent site inspections by Machine Quilters, the International Microelectronics & Packaging Society and the United States Psychiatric Rehabilitation Association are new conferences and trade shows. Mr. McGinn noted that tentative events are the PFX (Pet Food Experts), RISD Graduate School Exhibit who would like to develop a long term relationship for their annual exhibit, Cambridge Healthtech Institute Fall Meeting and Turbine Nation, the premier creator of online gaming communities. Mr. McGinn noted that events do not make the tentative events list unless he is confident of their signing. Mr. Hirsh asked how we thank those that help attract groups to the area. Ms. Venturini stated that local ambassadors were honored at a recent luncheon hosted by the Convention Center and the CVB. She said that we should tailor a thank you to send to the ambassadors as a professional courtesy.

Rhode Island Tourism Division

David C. DePetrillo

RICCA Marketing Committee meeting (1.29.08)

Domestic group/package marketing program

Next week we'll have a major presence at one of the biggest group and package tour marketplaces in the country, the American Bus Association in Virginia Beach. Once again the smell of Kenyon's

Grist Mill jonny cakes will permeate the sales floor, luring tour operators to our booth, and giving our Rhode Island delegation a leg up on the competition in getting business appointments. Last month I told you that Katrina White of our office is coordinating an invitation-only New England clambake for tour operators on behalf of all of the six states. Once again good food is a huge draw and we now have a waiting list with key wholesale tour operators-actually we already have about half of all operators attending the marketplace.

International marketing

You're likely aware that Canadians have rediscovered America now that they have a strong dollar. We saw this coming two years ago when we led a sales mission to key markets in Canada. We followed that up last year by sponsoring a breakfast and giving a pitch to a meeting of Canadian travel writers and we got great media coverage from that. We've found that getting good PR is our best investment, so our director of operations Mark Brodeur will be in Canada in mid-February meeting with about 200 travel writers with the Travel Media Association of Canada.

Research

Our Global Insight research project was completed and we held an informational program for about 200 industry representatives earlier this month in Newport.

Special promotions

Tour Rhode Island

We had a press conference announcing Tour Rhode Island: There's No Place Like Home last week, and we've gotten some excellent news coverage as a result. This program is aimed at letting Rhode Islanders be tourists in their own state. With 24 tours covering every region of the state, we'll have about 1200 people participating. The program is hosted on the visitrhodeisland.com web site and sales are handled through AAASE. We already have quite a bit of sales activity and we'll likely be sold out of every tour before the 24 busses roll out on the morning of May 3rd.

NEWPORT CVB

Mr. Smith thanked Ms. Venturini for inviting the members of the Newport CVB. He noted that the cross pollination and collaboration with the PWCVB is very important. Mr. Smith noted that the film industry has become very much a part of the Newport scene. He stated that forecasting the benefits will be difficult to budget. Mr. Fowler mentioned that he understood that Massachusetts would be giving incentives to the film industry in an attempt to lure them to Massachusetts. Mr. Smith stated that keeping the tax incentive is important. Mr. MacDonald noted that the friendly union atmosphere in Rhode Island is extremely helpful.

Ms. Venturini reported that taxi cab driver tourism training will take place in two weeks.

Ms. Venturini thanked everyone for attending. Upon a motion duly made by Mr. Hirsh and seconded by Mr. Fowler it was unanimously

VOTED: to adjourn at 1:35 pm