

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

June 22, 2010

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on June 22, 2010, pursuant to notice at the Rhode Island Convention Center Boardroom, One Sabin Street, Providence, Rhode Island.

Board members present were Committee Chairman, Dale Venturini, Paul MacDonald, Letitia Carter and Jeffrey Hirsh.

Also in attendance were Jim McCarvill, Betty Sullivan and Kim Keough, RICCA; Tim Muldoon, John McGinn, Arlene Oliva, Carinda Ferrini, Debbie Tuton and Amanda Marzullo, RICC; Martha Sheridan, Neil Schriever, Kristen Goodman and Kristen Adamo, PWCVB; Larry Lepore, Cheryl Cohen, Lisa D'Ercole and Jodi Duclos, DDC; Mark Brodner and Crystal Dupont, RI Tourism; Steve Habl, VMA; James Cersonsky, Unite HERE and Eileen Smith, recording secretary.

Ms. Venturini called the meeting to order at 12:35 PM. Ms. Venturini noted the lack of a quorum at 12:35 but asked that John McGinn to begin his presentation of the Marketing Plan.

Mr. McGinn, Ms. Cohen, Mr. Schriever and Mr. Habl presented a joint Marketing Plan of the Convention Center, Dunkin' Donuts Center,

VMA and the PWCVB, a copy of which is available at the Authority office.

Mr. Hirsh arrived at 12:40 PM

Mr. MacDonald arrived at 12:45 PM

Discussions ensued regarding new competition for the VMA. Mr. Hahl noted that the old Park Cinema in Cranston has re-opened as a theater with live entertainment. Mr. Hahl said that Twin River competes with the VMA but not on a large scale. Mr. McCarvill asked how the VMA is doing with the media and publications. Mr. Hahl noted the story in the AMTRAC publication that was free publicity. He said that he is looking for something big that will attract media attention. Mr. Hahl thanked the staff of the Dunkin' Donuts Center, the Convention Center and Ms. Keough for all their assistance. He said that the VMA does not have the resources to go it alone.

Ms. Venturini stated that the Marketing Plan is impressive. She noted that an attempt to emulate our success in getting the cooperation of our partners is going on in other cities. Ms. Venturini thanked everyone involved for all their hard work.

Mr. MacDonald noted that the relationship that we have with Twin River is an important one. He said that it is a State asset and that we should try to find a way to work with them. Ms. Venturini concurred with Mr. MacDonald and stated that Twin River is on her radar.

Ms. Keough reported that the facilities have benefited from earned media. Mr. MacDonald asked her to give an example of earned media.

Ms. Keough noted that earned media is when you can convince the press to write an article or have a local television station cover an event. She said that she has had a great deal of success getting notice on the Rhode Show. Ms. Keough stated that the media recently reported on the Specialty Toy Show and the Roller Derby is receiving more attention. She said that those are a couple of examples of earned media. Mr. McCarvill noted that we would never have enough funds in the budget to cover that much publicity.

Ms. Carter left at 1:56 PM.

Mr. MacDonald asked if there was a new airline operating out of Greene Airport. Mr. Sheridan said that Jet Blue is considering flights from Greene. Mr. MacDonald asked if we have done anything to encourage or let them know that we would welcome their arrival. Ms. Sheridan said that the CVB is always in contact with the Airport Corporation and they are aware of our feelings regarding new business.

Ms. Venturini said that the Marketing Plans indicate that we are looking ahead and planning for the future. She said that we are not sitting still waiting for things to turn around in the economy. Ms. Venturini stated that that it would be helpful to have more money to

invest in opportunities for the destination.

Ms. Venturini noted that with the arrival of Mr. Hirsh the meeting had reached a quorum. She asked for a motion to approve the minutes of the May meeting. Upon a motion duly made by Mr. Hirsh and seconded by Mr. MacDonald it was unanimously

VOTED: to approve the minutes of the May meeting

Ms. Venturini asked if there was any other business. Hearing none she asked for a motion to adjourn. Upon a motion duly made by Mr. MacDonald and seconded by Mr. Hirsh it was unanimously

VOTED: to adjourn at 2:15 PM