

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

October 26, 2010

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on October 26 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, Dave Duffy, Jeff Hirsh, Letitia Carter, Paul MacDonald and Bernie Buonanno.

Also in attendance were Jim McCarvill, Betty Sullivan and Kim Keough, RICCA; Tim Muldoon, John McGinn and Arlene Oliva, Deb Tuton Nancy Beauchamp, RICC; Martha Sheridan, Neil Schriever and Kristen Adamo, PWCVB; Larry Lepore, Cheryl Cohen, and Jodi Duclos, DDC; Steve Habl, VMA; Lynn Singleton, PPAC; Tim Walsh, Newport CVB; Bruce Leach, Legal Council and Eileen Smith, recording secretary.

Ms. Venturini called the meeting to order at 12:35 PM. Ms. Venturini asked for a motion to approve the minutes of the September Marketing Committee meeting.

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

was unanimously

VOTED: to approve the minutes of the September meeting.

Ms. Venturini stated that the Committees would not meet in November and she asked that everyone be prepared to give a brief marketing report at the November Board meeting.

Public Relations/Marketing

Ms. Keough addressed the Committee. She reported that aerial photos have been taken of the buildings. Ms. Keough reported that the Authority's Annual Report was nearing completion and that she is waiting for a letter from the Governor. Ms. Keough stated that the roll out for the new VETS logo is being planned for March. Ms. Keough reported that attendance for the Fine Furnishing show was up significantly over last year. Mr. Muldoon thanked Ms. Keough for assisting with publicizing the show. He said that the show was struggling and needed a boost. Ms. Keough noted that Art Lab had created a calendar of events for the web site. She said that the Dunkin' Donuts Center's and the Convention Center's calendar is up and running and the VMA's will be ready soon.

PWCVB

Ms. Venturini asked Mr. Schriever to present the CVB's report. Mr.

Schriever reported on room night production for the month of September. Mr. Schriever reported on sales activity for the month. He noted that definite bookings are up but tentative bookings and room nights are lower than the same month last year. Mr. Schriever noted however that Convention Center related definite room nights are tracking higher. Convention Center related tentative room nights are considerably lower for the month of September. Mr. Schriever stated that clients are cutting back on room blocks. Mr. Schriever presented a list of trade shows attended and other sales activity for the months of September and October. Ms. Adamo reported that September web site visits increased 30% in 2009. She noted that writing content for the new web site is on-going and the team is fine tuning the design. Ms. Adamo reported that tradeshow screens for the Convention Center and the Dunkin' Donuts Center have been completed and a new brochure for the Convention Center and the CVB sales staffs has also been completed. Ms. Adamo stated that a new sales brochure for the PWCVB has been completed. Ms. Sheridan was pleased to note that Cook and Brown has been named to the Top 20 New Restaurants in the United States by Esquire. Ms. Sheridan said that Providence is number 11 on GQ's list of coolest cities in the U.S. Ms. Sheridan noted that the CVB is working with PBN on their tourism issue. She reported that the CVB hosted several journalists in connection with the Jack O' Lantern Spectacular. The Jack O' Spectacular will be featured on the Today Show on October 27th. Ms. Sheridan reported that the CVB is working on packages to promote Providence for the Holidays.

Preparations are underway for a January Restaurant Week. Ms. Sheridan noted that the CVB is assisting with marketing and Public Relations for a Rhode Island Hockey Fest taking place in November. Ms. Sheridan reported that the first meeting of the R.I. Sports Marketing Commission was held a few weeks ago. She said that this Statewide effort and will include all colleges and universities. Sheridan reported that there is a possibility of a National Figure Skating event in Providence as a result of the CVB's participation in TEAMS and an RFP has been submitted for a Fencing event.

Dunkin' Donuts Center

Ms. Cohen reported that Kayem, Blue Cross and Providence College contracted this month for sponsorships or signage. She noted that GOGOCAST, Ketel One, Cuervo Tequila, Boston Beer – Sam Adams and Miller Lite are still in negotiations but it appears that those contracts will be signed this week. Ms. Cohen reported that Ms. Duclos is doing a great job of filling the Party Suites and Restaurant during events. She noted that select games for Providence College Basketball have been sold. Ms. Cohen said that other PC games are available as well as Trans-Siberian Orchestra, Disney on Ice and Indoor Auto Racing. Ms. Cohen explained the Complex's Media objectives. She said that the staff wants to maximize our social media tools. Ms. Cohen reported that the goal for 2011 was to increase the database by 10,000 new subscribers, deploy over 60 e-blasts and obtain 3,000 "likes" on Facebook. She said that they are

well on their way to meeting their goals.

Convention Center

John McGinn reported a positive trend in the meetings market. Mr. McGinn noted that the fiscal year 2011 revenue goal is \$8.5 million and that he is confident that they will reach their goal. Mr. McGinn stated that the sales team is working to secure several meetings and events. Mr. McGinn said that there have been numerous site tours during the month of September. Mr. McGinn noted that the team traveled to the TEAMS (Travel, Events and management in Sports) and that SMG had a large presence. He said that several prospects came from the event and the combined efforts of the R.I. Sports Marketing Commission and the sales teams from the Convention Center and the Dunk hope to attract many groups to Providence. Mr. Duffy asked if the Dog Show had a tradeshow component. Mr. McGinn answered that there are vendors selling pet supplies and accessories but the show is mostly showing and judging the dog breeds. Mr. McGinn noted that the Bay Colony Dog Show is an important show in the dog breeding and showing schedule.

VMA

Mr. Habl reported that building has reached 117 rental days. Mr. Habl reported that he had a call from a religious group that will be touring the facility next week. Mr. Habl was pleased to note that there are 32

pending holds for the theater. Mr. Hahl reported that Band of Brothers is coming together. He said that Curt Shilling will MC the evening. Mr. Hahl noted the amount of media attention that the event has received. Mr. Hahl reported that an orchestral group is interested in renting rehearsal space in the theater prior to their trip to perform in Malaysia. Mr. Hahl noted several shows booked for the coming months, Celtic Thunder, the Kingston Trio and dance and cheerleading competitions. Mr. Hahl reported that Providence Equity, Hasbro, US District Court, Firstworks, Chamber Theater, Celtic Sojourn, Starbound Dance Competition and the International Dance Challenge will return to the VMA this year. Ms. Carter reported that she had spoken with the RI Foundation to encourage them to undertake a Diversity Festival to highlight the talents of our local population. Mr. Singleton asked about the schedule for the rollout of the new logo. Ms. Carter reported that the target date is for sometime in March. She stated that Ms. Keough is developing the rollout plan. Mr. Singleton asked to be included in the plans. Ms. Keough assured Mr. Singleton that he would be included. Ms. Carter reminisced that during the 1950's people from Carnegie Hall would travel by train to rehearse in the Veterans Memorial Auditorium because of the acoustics.

Mr. McCarvill updated the Committee on the renovations to the theater. He said that lighting and sound specifications are being prepared in order to post a Request for Bids to the State Purchasing Web Site. Mr. McCarvill stated that Newport Collaborative

understands the building and our scheduling issues. Mr. McCarvill reported that 5 responses to our RFP for Construction Manager had been received. He said that Dimeo was the lowest bidder and they are familiar with the building. Mr. McCarvill explained that it will remain a State building and that we have been asked to oversee the renovations. The money will be allocated over several years. Mr. McCarvill said that the Construction Manager is expected to be required during the pre-construction phase of the project only. Mr. McCarvill said that he would like to interview Dimeo Construction. Ms. Venturini asked if the Marketing Committee could give permission for the interview. Mr. McCarvill said that the Convention Center Committee would take up the issue. Mr. MacDonald cautioned the Authority to clarify to Dimeo the scope of services needed. Mr. McCarvill said that we would cap the project at the amount bid.

Newport CVB

Mr. Walsh reported that things are going well in Newport. He said that the Summer was busy with more cruise ships stopping in Newport. Mr. Walsh also reported that there is a possibility that Newport could host some of the America's Cup qualifying races.

Ms. Venturini thanked the Committee. She asked if there was any other business. Hearing none she asked for a motion to adjourn. Upon a motion duly made by Ms. Carter and seconded by Mr. Hirsh it

was unanimously

VOTED: to adjourn at 1:20 PM