

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

**April 26, 2011**

**A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on April 26, 2011, pursuant to notice at the Rhode Island Convention Center Boardroom, One Sabin Street, Providence, Rhode Island.**

**Board members present were Committee Chairman, Dale Venturini, Jeff Hirsh, Paul MacDonald and Jason Fowler.**

**Also in attendance were Jim McCarvill, Betty Sullivan and Kim Keough, RICCA; Tim Muldoon, John McGinn, Arleen Oliva, Amanda Marzullo, Greg Barbeau and Melissa Masunic, RICC; Neil Schriever, Martha Sheridan, John Gibbons and Kristen McGrath, PWCVB; Cheryl Cohen, and Jodi Duclos, DDC; Steve Habl, VETS; Alan Chille, PPAC/PFM; Joelle Kanter and Dan Baudouin, Providence Foundation; Richard Lappin and Frank LaTorre, Downtown Improvement District; Laurie Stroll, Newport Hospitality, Alex Hurd, Evan Smith, Newport CVB; Mark Brodner, RIEDC; Michael Nugent, House of Representatives; Bruce Leach, Legal Counsel and Eileen Smith, recording secretary.**

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

**Ms. Venturini announced that Dan Baudouin and members of the Downtown Improvement District had asked to participate in today's meeting. Ms. Venturini asked that everyone introduce themselves.**

**Ms. Venturini stated that because Mr. McGinn was needed at another meeting we would begin with his presentation.**

## **CONVENTION CENTER**

**Mr. McGinn distributed his marketing report and noted that the Convention Center is closer to meeting their goal of \$8.5 million. He said that \$371,000 is needed prior to June 30th to achieve that goal. Mr. McGinn stated that the sales staff is working to secure several tentative events that he feels confident will sign contracts soon. Discussion ensued regarding the impact that Hasbro events has had on the facility.**

## **DOWNTOWN IMPROVEMENT DISTRICT**

**Ms. Venturini thanked Mr. McGinn and invited Mr. Baudouin to begin his presentation (a copy of which is available at the Rhode Island Convention Center) describing the Downtown Improvement District and their importance to the City. Mr. Baudouin gave the background information of the Downtown Improvement District describing the purpose of the organization and the reasons that DID was formed. Mr. Baudouin asked Mr. Lappin to explain the Downtown**

Improvements duties and why it is a critical to the City and to the Convention Center. Mr. Lappin noted that DID has improved the ambiance of the City by hanging plants, planting island gardens, street cleaning and general upkeep of the City. Mr. Lappin stated that the employees in their yellow jackets also act as ambassadors, providing directions and answering visitor's questions. Mr. Baudouin expressed DID's appreciation of the Convention Center's contribution of storage space for heavy equipment. Mr. Baudouin said however, that more participation would be extremely helpful. He said that the DID would like to begin discussion on possible Rhode Island Convention Center Authority contribution. Ms. Venturini stated that we understand the issues facing the Downtown Improvement District but we cannot contribute in a monetary fashion. Mr. MacDonald congratulated Mr. Baudouin on an enthusiastic presentation. He stated that Brown University was not mentioned and asked if the University contributed in any way. Mr. Baudouin said that Brown is outside the downtown district although they did contribute in the beginning and will again if the district is expanded. Ms. Sheridan reported that having the yellow jackets so visible in the City makes a huge difference in peoples' perception of their surroundings and enhances the entire destination. Mr. Chille also noted that the DID has made a tremendous contribution to downtown. Ms. Venturini said that we need to have further dialogue on the matter. Mr. McCarvill noted that the presentation was made to the right committee and asked that Mr. Baudouin come to us with specific initiatives where the Authority could be of assistance.

## **CVB**

**Mr. Schriever reported that Convention Center sales activity for the month of February included 1 definite booking and 1,351 definite room nights. He said that there were 10 tentative bookings that would yield 16,190 room nights for the City. Definite booking highlights are Major League Gaming for November 2011. RI Amateur Hockey Association will be here in February, 2012 and the National Association of State Work Force Agencies are contracted for October, 2011. Ms. Sheridan reported that this month the Bricklayers signed a contract to bring the Bricklayers and Allied Craftsman's event to the Convention Center. Ms. Sheridan noted that because the labor dispute with the Westin and their workers has been settled Ms. Adamo can now contact union groups that might be receptive to Rhode Island. Ms. Sheridan also noted that Ms. Adamo has been in contact with the firm that is involved with the proposed wind farm. Mr. MacDonald asked if the CVB needed any assistance from the local people that are involved in the project. Ms. Sheridan stated that at the moment Ms. Adamo would rather not bring in other parties but if she needed help she would contact Mr. MacDonald.**

**Mr. Schriever noted that the sales staff had traveled to Washington, DC to meet with the Society of Government Professionals and attended the Destination Showcase. The staff also attended the AMC Institute Annual meeting in Connecticut and the Meetings Industry**

## **Conference of Colorado.**

**Mr. Schriever stated that Ms. Adamo has been developing Meetings and Conventions and Leisure advertising strategies for Fiscal Year 2012 and producing fresh, creative ideas in conjunction with the new plan. Mr. Schriever said that Ms. Adamo is currently in New York City meeting with nine different publications. Ms. Adamo has been working with Ms. Keough on the RI Film Festival promotions and with the Dunk on a Twitter ticket giveaway.**

**Mr. Gibbons reported that definite bookings for the Rhode Island Sports Commission include JMT Sports Travel, JAMFest Nationals, the Mustang Car Clubs and Headliners as well as several other groups. Mr. Gibbons noted that the Sports Commission is negotiating with the US Gymnastics Visa Championships and Area Auto Racing and Convention that would use the Complex and the US Figure Skating Synchronized Championship for the Dunk. Other events that the Commission is working to secure would use various venues in the State and the Convention Center.**

## **DUNKIN' DONUTS CENTER**

**Ms. Cohen reported that sales of sponsorships and signage continue to be strong. Ms. Cohen said that Sunshine Auto Detailing had signed a contract and under negotiations are Alteri Glass, Ruth's Chris, Atomic Salon, Newport Storm, Weight Watchers and Peace**

**Love Studio. Ms. Cohen reported that the Party Suites are also selling well and have surpassed budget projections. She noted that there is availability for Cirque du Soleil and WWE Smackdown.**

**Ms. Cohen stated that public relations and event marketing have been concentrated on the Circus. She said that there have been media interviews with WWLI's Morning Show and a mini performance for WNAC, FOX Rhode Show. Media Events include the Providence Children's Museum the First Pitch for the PawSox and the Elephant Walk. Ms. Cohen reported that Circus performers have appeared at an elementary school in Attleboro, at the Boys and Girls Club in Pawtucket and the Kent County YMCA. Ms. Cohen said that room to room visits were made at the VA Medical Center and the Goodwill Red Nose Run. Ms. Cohen said that this year there would be a new PR event. She said that instead of the elephant brunch the elephants would get a bath by the Providence Fire Department which will take place in front of the Dunk.**

### **Public Relations/Marketing**

**Ms. Keough stated that she has been working with Ms. Adamo on the International Film Festival. Ms. Keough reported that she has also been working with Ms. Adamo on the press kit and sales material. She said that we are working as a complex and we need to pull everything together so that we have the same message. Ms. Keough said that the marketing team in revisiting how we use our advertising**

**dollars.**

**Evan Smith of the Newport CVB updated the committee on Newport activity. Mr. Duffy asked the situation on room rates lately. Mr. Smith said that they are climbing but they are not snapping back although he was optimistic for the season.**

**Mr. Brodner reminded everyone that the State Tourism Luncheon would take place on May 11th and encouraged everyone's participation.**

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

**VOTED: to adjourn at 2:00 PM**