

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

**May 24, 2011**

**A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on May 24, 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, Dave Duffy, Letitia Carter, Paul MacDonald and Jason Fowler.**

**Also in attendance were Jim McCarvill, Betty Sullivan and Kim Keough, RICCA; Tim Muldoon, John McGinn, Amanda Marzullo, Greg Barbeau and Melissa Mosunic, RICC; Neil Schriever, Kristen Adamo, PWCVB; John Gibbons, RI Sports Commission; Cheryl Cohen, Larry Lepore and Jodi Duclos, DDC; Tim Walsh, Newport CVB and Eileen Smith, recording secretary.**

**Ms. Venturini called the meeting to order at 12:30 PM. Ms. Venturini asked for a motion to approve the minutes of the April Marketing Committee meeting.**

**Upon a motion duly made by Mr. Duffy and seconded by Ms. Carter it was unanimously**

**VOTED: to approve the minutes of the April meeting.**

## **Public Relations/Marketing**

**Ms. Keough addressed the Committee. She reported that that she has been working on an International Film Festival taking place at the VETS in August. Ms. Keough stated that discussions continue with our partners to more efficiently and effectively spend our advertising dollars. She said that she met with the CVB to brainstorm new ad campaign ideas. Ms. Keough reported that she has been providing public relations and marketing guidance for the VETS Multicultural Festival and noted that Sully is scheduled to appear on the Rhode Show on Friday. Mr. Duffy asked who is Sully? Ms. Keough explained that Sully is the person hired by the VMAF to coordinate the Multicultural Festival. Ms. Keough stated that she has been in contact with the promoters of the Bay Colony Dog Show in an attempt to revise their public relations and marketing strategy. Ms. Keough reported that meetings with the CVB have taken place to design e-mail signatures for all buildings that will have a consistent look. Ms. Keough said that the Providence Bruins will be celebrating their 20th Anniversary and she has been in discussion with the P Bruins regarding their communications plan.**

## **PWCVB**

**Mr. Schriever stated that Ms. Sheridan could not attend today's**

meeting because she was traveling to Washington, DC to address a group of Representatives and Senators about the importance of the tourism industry.

Mr. Schriever reported that Convention Center sales activity for the month of April included 1 definite booking and 462 definite room nights. He said that there were 11 tentative bookings that would yield 15,094 room nights for the City. Mr. Schriever stated that it will be a struggle to meet the budgeted numbers for the year but everyone is out there marketing the destination. Definite booking highlights include New England Select Lacrosse League, the International Union of Bricklayers and Allied Craftworkers, Burlington Coat Factory, Challenger Sports and the Bay Colony Cluster Dog Show. Mr. Schriever listed tentative booking highlights. Mr. Schriever stated that Net Roots is still in the pipeline and we are getting support from our representatives. He said that this is a great opportunity for the City and would be a big win for the destination. Mr. Schriever noted that we are trying to convince Bay Colony Cluster Dog Show to more accurately portray where the event takes place.

Mr. Schriever reported that the CVB had attended a conference of the Meeting Professionals International New England Educational Institute and also the Springtime Expo. Mr. Schriever noted that site visits and client events that took place during the month were the American Biological Safety Association, the Phoenix Society for Burn Victims, Phi Kappa Theta Fraternity. He said that there was an event

for a Boston Local Planner, a Washington DC Planner Reception, 5 Alive on Benefit Street FAM Tour and the Northeast Convention & Visitors Bureau Representatives event.

Ms. Adamo reported that she has been working with Ms. Keough and Ms. Cohen on “A Complex made Simple” for potential clients to more conveniently plan events at the Complex and the City. Ms. Adamo noted that she has been working on the advertising for July events such as Providence Restaurant Weeks and 4th of July events in the Boston market. Ms. Adamo said electronic media continues to evolve. She said that overall traffic to GoProvidence.com increased 55% over the same period last year. She noted the CVB has begun a new web-based Bid Book for the meetings market and developing a mobile site and electronic map. Ms. Adamo was pleased to report that Providence was named “Coolest City in New England” by the London Telegraph.

Mr. Gibbons reported that he is developing collateral materials for the Sports Commission promotions and creating a video in conjunction with Cox Communications. He said that he is also building the RISC web site. Mr. Gibbons and Ms. Adamo apologized for the article that appeared in the Providence Journal. He said the Projo gave him and the CVB much more credit than they deserved for bringing the NCAA Basketball Tournament to Providence. Ms. Adamo noted that the CVB explained the discrepancy in their e-mail newsletter. Mr. Gibbons stated that the event was booked prior to his association

with the CVB. He recognized the efforts of Mr. Gavitt, the Board and the people at Providence College.

### **Dunkin' Donuts Center**

Ms. Cohen reported that the naming rights contract for the Dunkin' Donuts Center is complete and we are waiting for the contract to be signed by Dunkin' Brands and sent back to us. Ms. Cohen noted that her objective of the Dunkin' Donuts Center Marketing Department for the year was to increase sales of sponsorships and signage. Ms. Cohen noted that to date the sales have increased \$21,631 over the same period last year. Ms. Cohen reported that Monster Entertainment and the RI National Guard have contracted and TD Bank, Ruth's Chris and Atomic Salon are under negotiations. Peace Love Studio will be using the space on the Aborn side of the building.

She explained what Peace Love is and noted that they do art interactive corporate team building as well as other interactive games and challenges. Ms. Cohen also noted that Weight Watchers will be using the space for their weekly meetings. Ms. Cohen reported that the Party Suites are also selling well and have surpassed budget projections. Mr. Fowler noted that RIPTA had done a great job wrapping the buses with Usher banners. Ms. Cohen said that RIPTA has been a great asset. Mr. Duffy asked about suite sales. Ms. Cohen said that the worse case scenario would be five empty but Ms. Duclos would sell them on an individual event basis.

## **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 \$107,894 is needed prior to June 30th to achieve that goal. Mr. McGinn stated that he feels confident the goal will be reached. Mr. McGinn said that tentative events include the US District Court of RI Conference, Pokemon Regional Competition, International Wire & cable Symposium, Rhode Island Bar Association Annual Meeting for 2014 and 2015 and several other groups. Mr. McGinn reported that contracted events are the ASDSO Annual National Conference, NERCOMP, Citizens Town Hall Meeting, Alzheimer's Association Rhode Island Chapter, National Council of State Boards of Nursing, National Strength & Conditioning Association, Ironman 70.3 Series, NAEYC and Productions New York-Skinny Cow. Mr. McGinn reported that the sales team had attended client events in Boston with the CVB, visited the MPINE Spring Educational Institute and participated in the Washington, DC client reception. Mr. McGinn reported that several site tours took place in April and May.**

## **VETS**

**Mr. McGinn noted that Mr. Habl was in the process of moving his office and had other commitments and would not be present at today's meeting. Mr. McGinn said that Arlene Oliva has been working with Steve and the CVB on sales materials. Mr. McGinn said that**

**VETS revenue to prior year is \$12,800 and income from operations is \$11,400. Mr. Fowler sent his congratulations to Steve Hahl and noted that he is doing a very good job. Ms. Carter noted that the Multicultural Event being held on Saturday will be a nice event and she encouraged everyone to stop by.**

**Ms. Venturini reminded everyone that Marketing Agreements are up on June 30th. Ms. Venturini reported that the City is extending the time that parking meters are in operation until 6:00 PM which can be a hardship for restaurant and hotel employees. She said that if a shift begins at 4:00 PM the individual would need to feed the meter again before 6:00 or face a costly parking ticket. Ms. Venturini asked Mr. Muldoon to develop a plan where reduced priced parking could be offered to the workers. Mr. Muldoon noted that perhaps something could be done and that our parking garage has the technology to handle the situation. Mr. Muldoon said that he would work with restaurant owners and come up with a plan. Mr. Muldoon said that late afternoon and evening parkers would also address a need period for the garage.**

**Ms. Venturini discussed the Senate Workshop that she participated in recently. Ms. Venturini said there was some great dialogue and numbers, tax dollars and economic impact of tourism was discussed.**

**She noted that the Senate was very receptive and supportive. Mr. MacDonald said that he sees Ms. Venturini everywhere and that she deserves a great deal of praise for her dedication to the State's**

**tourism industry.**

**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. Duffy and seconded by Mr. Fowler it was unanimously**

**VOTED: to adjourn at 1:30 PM**