

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

**March 27, 2012**

**A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on March 27, 2012, pursuant to notice at the Rhode Island Convention Center, One Sabin Street, Providence, Rhode Island.**

**Board members present were Committee Chairman, Dale Venturini, Jeff Hirsh, Letitia Carter and Jim Bennett.**

**Also in attendance were Jim McCarvill, Kim Keough and Betty Sullivan, RICCA; Tim Muldoon, John McGinn, Melissa Avedisian, Arlene Oliva and Amanda Wilmouth, RICC; Kristin McGrath and Kristen Adamo, PWCVB; Steve Habl, VETS; Larry Lepore, Cheryl Cohen and Kaitlyn Bizier, DDC, and Eileen Smith, recording secretary.**

**Ms. Venturini called the meeting to order at 12:30 and asked for a motion to approve the minutes of the January Marketing Committee meeting. Upon a motion duly made by Mr. Hirsh and seconded by Mr. Butler it was unanimously**

**VOTED:           to approve the minutes of the February meeting**

## **CVB**

**Ms. Venturini asked Kristin McGrath to begin the PWCVB report. Ms. McGrath presented her sales report for the month of February that indicates improvement in both occupancy and average daily rate. Ms. McGrath reported that for the month of February there were 18 definite bookings and of those bookings only one is related to the RICC although it accounts for 187 definite room nights. Ms. McGrath noted that Brown University ICERM Series of 11 workshops will get started in May of 2012 and continue until April 2013. Pinnacle Solutions will meet in the Convention Center in August 2012, Mary Kay has agreed to continue their relationship through 2014 and the New England Mariner Renewable Energy Center will be here in October 2012. Ms. McGrath stated that the CVB and the Convention Center are working towards securing the American Academy of Family Physicians, the National Council on Teachers Retirement, Bruhan Maharashtra Mandal of North America, the National Environmental Health Association, NeighborWorks America and the American Federation of Government Employees. Ms. McGrath noted that the CVB had attended Destination Showcase WDC with representatives from the Convention Center and the Westin where they met with prospective clients and obtained 2 RFPs. Ms. McGrath stated that the National Association of Procurement Officials was here for a site inspection. She said that the CVB also participated in the monthly Netroots conference call and the Alpha Kappa Alpha Committee Chair Meeting.**

**Ms. Adamo reported that the CVB is designing new ads for meetings and leisure markets and have begun to develop and ad plan for FY 2013. Ms. Adamo stated that the video tour of the Convention Center is about to be finished. Ms. Adamo reported that for the month of February, 2012 web traffic increased 45% over February, 2011. Ms. Adamo stated that a newsletter focusing on the business side of tourism/meetings and conventions is being created.**

**Ms. Adamo noted that the CVB has been working with Kim Keough and Lupo's owner to promote Death Cab for Cutie at the Vets. Ms. Adamo also noted that Alpha Kappa Alpha and the Machine Quilters will appear on the Rhode Show. Ms. Adamo stated that media visits included both Fodor's and Frommers as well as Westchester magazine and "The Travel Mom". Ms. Adamo reported that she will be conducting deskside visits in New York with Saveur, Oprah.com and Reader's Digest.**

**DUNKIN' DONUTS CENTER**

**Ms. Venturini called upon Cheryl Cohen to present the Dunkin' Donuts Center report. Ms. Cohen began by highlighting the many media interviews for the Harlem Globetrotters. Ms. Cohen also reported on media events for the Globetrotters such as the PRO-FM Boot Camp and the Dunkin' Donuts & Hot 106 Office "HOT" lunch with the Harlem Globetrotters. Ms. Cohen said that PeaceLove Studio**

and Lite 105 had held “Paint with a Player” and presented a “Key to the City” from the Mayor of Pawtucket. Ms. Cohen thanked Mr. Lepore for traveling around the City in a bucket truck with a basketball hoop attached. Ms. Cohen reported on a PR Event “Spot the Shot” viral video. Lengthy discussion ensued regarding the upcoming X Factor event that will be here in May and again in June. Ms. Cohen stated that this event will bring maximum exposure to the facilities and the City of Providence. She said that FOX will set up a live studio in front of the Dunkin’ Donuts Center. Ms. Cohen reported that we will have gotten a great deal of support from the CVB and the City’s Yellow Jackets for visitor information and Johnson & Wales will create an X Factor 3D cake on site. Ms. Cohen also stated that we are working to arrange a WaterFire in the basin for our visitors. Ms. Cohen reported that the Dunk should draw talent from the North East.

Ms. Cohen presented a media monitoring metrics for the year to date that indicates an increase in the number of viewers to 3.1 million and an increase in earned media value over \$150,000. Ms. Cohen also updated the Committee on social media. She said that our goal was to obtain 6,000 likes and to date we have 7,934 Facebook likes. Our Twitter followers have increased more than 300 since the announcement of X Factor.

**CONVENTION CENTER**

**Mr. McGinn presented the Convention Center's report. Mr. McGinn reported that the 2012 revenue goals for the Convention Center are \$8.7 million. Mr. McGinn said that the gap has closed considerably and that \$389,272.88 is needed to reach their revenue goals. Mr. McGinn reported that the Convention Center sales staff had contracted several events during the month. He noted that Wells Fargo Home Mortgage meeting is scheduled for July and Citizen's held a Town Hall Meeting earlier this month. Mr. McGinn said that prospective events include Mack Trucks Wlak the Bulldog Competition, MPI-NE Spring Institute, Hood New England Dairy Cook-off, a Pampered Chef Conference and COMTech Content Management Conference.**

**Mr. McGinn highlighted the new point of sale poster that is being utilized to promote food service to vendor booths. The idea is to attract pedestrians to the booth for crackers and cheese, pretzels, popcorn, fruit smoothies and even beer. Ms. Carter asked what the Wells Fargo event is. Mr. McGinn stated that it will be a meeting of Wells Fargo personnel and not an opportunity to sell mortgages.**

## **VETS**

**Mr. Hahl reported that the first phase of construction at the VETS is wrapping up and that there have been some remarkable improvements to the building. Mr. Hahl said that we can now look to attracting acts from the Actors Equity because we now meet their**

**standards. Mr. Hahl noted that he continues to struggle with attendance although there have been some very good performances. Mr. Hahl reported on coming events that include Colin & Brad, Death Cab for Cuties, Human Nature, a Mowtown Show as well as several performances by the RI Philharmonic Orchestra. Ms. Carter asked if the dance shows are ticketed events. Mr. Hahl said that they are not. He reported that dance shows are competitions and rent the building.**

**Ms. Venturini asked if there was any further business. Ms. Venturini reported that the increase in the meals tax (although she has been told that it won't happen) is still in the budget and until it is removed she asked that we be watchful. Hearing no other business, Ms. Venturini looked for a motion to adjourn. Upon a motion duly made by Mr. Hirsh and seconded by Mr. Hirsh it was unanimously**

**VOTED: to adjourn at 1:25 PM**