

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

May 29, 2012

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on May 29, 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, Scott Gunn and Paul MacDonald.

Also in attendance were Jim McCarvill, Kim Keough and Betty Sullivan, RICCA; Tim Muldoon, John McGinn, Melissa Avedisian, Arlene Oliva, Greg Barbeau and Amanda Wilmouth, RICC; Martha Sheridan, Kristin McGrath, Nicholas Millard and Kristen Adamo, PWCVB; Steve Habl and Doreen Vitale, VETS; Larry Lepore, Cheryl Cohen and Kaitlyn Bizier, DDC; Mark Brodeur, RIEDC; Paula MacFarland, Guest and Eileen Smith, recording secretary.

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

VOTED: to approve the minutes of the April meeting

Ms. Venturini asked Ms. Keough to update the Committee on Public Relations efforts. Ms. Keough stated that her team has been in contact with Carbon House to get their suggestions on an upgrade to our web-site. Ms. Keough indicated that Providence Sports and Entertainment is also thinking of an upgrade. Ms. Keough reported that the re-dedication of the plaque honoring those Rhode Islanders killed in the Beirut Bombing was well attended. She noted that Senator Whitehouse, Congressmen Cicilline and Reed as well as military representation and family members of those killed spoke at the service. Mr. MacDonald said that he was proud to be a part of the ceremony and thanked Ms. Keough for a fine job.

CVB

Ms. Venturini asked Ms. Sheridan to begin the PWCVB report. Ms. Sheridan presented the Providence Hotel Performance Report for the month of April showing improvement over the same period last year. She also reported that the average daily rate is up to last year. Ms. Sheridan reported that definite bookings for the City are down for the month as well as year to date and definite room nights continue trend lower. Ms. Sheridan reported that definite bookings related to the Convention Center are trending up for the month of April although slightly down year to date. Ms. Sheridan highlighted the organizations that have signed contracts for the Convention Center. They include Tedeschi Food Shops, ComTech Content Management,

New England Mail Order Association and the Society of Research Administrators, International. Tentative pieces of business that the CVB is pursuing include the National Healthcare for the Homeless Council, Solar Energy Tradeshows, National Defense Industrial Association, CALEA 2015 Conference, Pedorthic Footcare Association and the Federal Analytical Chemistry & Spectroscopy Society. Ms. McGrath reported that the PWCVB had made sales calls and attended tradeshows to the Collaborate Marketplace, the National Association of Sport Commissions, Washing DC sales calls and a presentation for Experient in Twinsburg Ohio. Ms. McGrath presented highlights of events in April and noted that Alpha Kappa Alpha had commented that the Rhode Island Convention Center had done a wonderful job and was better than expected. Ms. McGrath reported that the PWCVB had booked 15 definite meetings representing 9523 room nights for the area. Ms. McGrath stated that preparations are underway for the Netroots conference coming in June

DUNKIN' DONUTS CENTER

Ms. Venturini called upon Cheryl Cohen to present the Dunkin' Donuts Center report. Ms. Cohen began by presenting pictures from the X Factor event. Ms. Cohen reported that the X Factor team had filmed many areas and venues in the City and we will benefit from all the exposure when the show airs. Ms. Cohen stated that X Factor will

be back at the end of June for three days of auditions and filming of the show. She said that at that time the three judges, including Simon Cowell, will be here. Ms. Cohen said that the earned media value for advertising this event has reached almost \$95,000. Ms. Cohen noted that Johnson & Wales had baked and decorated an X Factor cake. Ms. Venturini commented that the rain and all those umbrellas had made for some great video. Ms. Cohen said that the show's promoters were very impressed with the preparations from out staff and our FOX affiliate. Ms. Cohen announced upcoming events and marketing projects include American Idol, Disney on Ice Rockin' Ever After, Carrie Underwood and Journey.

CONVENTION CENTER

Mr. McGinn reported that the revenue goal of \$8.7 million will be difficult to meet. He said that the sales team continues to work very hard and that they hope to achieve their goal. Mr. McGinn said that tentative events include the Association of College & University Housing Officers International National Convention, ACHUO-I conferences, MF Athletic and the New England Independent Booksellers. Mr. McGinn reported on events that were contracted during the month such as Tedeschi Food Shops Conference, the Massachusetts Association of Realtors, One Day University, Grow Marketing, Boxing events and the American Association of Cereal Chemists Annual Meeting. Mr. McGinn reported that the Convention Center staff had participated in MPI-NE Northeast Education

Congress, Northeast Security Systems Contractors Expo, IAEE New England Chapter and FM Global sales calls. Site tours were held for Grow Marketing, Eident Sports, Bright Night, the Real Romney Tour, RISD Portfolio Reviews, Society of Vacuum Coaters and the Council of Engineering and Scientific Society Executives.

VETS

Mr. Habl reported that May was a very good month. He noted that the first phase of construction at the VETS is wrapping up and that there have been some remarkable improvements to the building. Mr. Habl said that the new LED lighting will be a valuable enhancement to the theater. Mr. Habl noted that the facility will be busy for the month of June with graduations. He said that the Amy Grant show is on sale and is doing fairly well. Other happenings at the theater include ICON7, an illustrator's show. Mr. Habl noted that the RI Film Festival will be back, Camp Broadway will be held again and hopefully the second phase of construction will begin. Mr. Habl reported that he has had an inquiry from a Russian Ballet Company that is interested in performing Cinderella during the Winter.

Mr. Brodner from RIEDC reported that the agency is waiting for a new director. He the Governor's budget includes an increase in appropriations to the Tourism Division. He said that he is grateful for the proposed appropriation of \$500,000 although most State Tourism Departments receive \$10 million. Mr. Brodner commented that the

announcements of direct flights to and from Japan and Boston will open markets.

Ms. Venturini asked if there was any further business. Mr. McCarvill reported that he will appear before the General Assembly concerning naming rights for the Convention Center. Hearing no other business, Ms. Venturini looked for a motion to adjourn. Upon a motion duly made by Mr. Hirsh and seconded by Mr. MacDonald it was unanimously

VOTED: to adjourn at 1:40 PM