

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

January 29, 2013

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on January 29, 2013, pursuant to notice at the Rhode Island Convention Center, One Sabin Street, Providence, Rhode Island.

Board members present were Committee Chairman, Dale Venturini, Paul MacDonald, Scott Gunn and Joe DeLorenzo.

Also in attendance were Kim Keough and Betty Sullivan, RICCA; Tim Muldoon, John McGinn, Breana Quinn and Arlene Oliva, RICC; Brian Lavin, Brian Hodge and Martha Sheridan, PWCVB; Daniel Schwartz and Michelle Hamilton, VETS; Larry Lepore, Cheryl Cohen and Eleanor SanAntonio, DDC; Tim Walsh, Discover Newport and Eileen Smith, recording secretary.

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

VOTED: to approve the minutes of the November meeting.

Ms. Venturini stated that the next Marketing Committee meeting is scheduled to take place on February 26th at 12:30 PM.

RICCA

Ms. Venturini asked Ms. Keough to update the committee on public relations for the complex. Ms. Keough reported that the AHL All Star events were very successful. Ms. Keough noted that all of our facilities were used for the weekend. Receptions were held at the Convention Center. Mr. Bennett's father was inducted into the AHL Hall of Fame at a ceremony at the VETS, the game and other competitions at the Dunkin' Donuts Center. Ms. Keough reported that meetings have taken place with the CVB to plan for Synchronized Skating which will be in Providence in 2015. Ms. Keough reported that her team has been working on the design for banners to be installed at the Vets. Ms. Keough noted that 2013 will be a big year for both the Dunk and the Convention Center. She stated that it will be the 40th year for the Civic Center and 20 years for the Convention Center. Plans are underway for a celebration of these achievements. Ms. Venturini thanked Ms. Keough for her report.

PWCVB

Ms. Venturini recognized Martha Sheridan who presented the CVB report. Ms. Sheridan stated that the CVB report is the best that has been presented in a long time. Ms. Sheridan reported on Providence

hotel performance and said that Providence hotel occupancy for 2012 was 67.6% and the average daily rate was \$137.36 the highest in New England. Ms. Sheridan noted that year to date definite bookings total 93 compared with 72 for fiscal year 2012. Ms. Sheridan said that of the 93 definite bookings 27 are Convention Center related. Ms. Sheridan presented definite booking highlights that include the American Wind Energy Association, the Organization of American Historians, 2013 Literacy for All Conference, the National Association of Biology Teachers and the National Federation of High School Associations. Mr. MacDonald asked if the CVB had contacted Deep Water Wind for help with the American Wind Energy Association. Ms. Sheridan said that they were contacted but Deep Water Wind does not have much interaction with this group. Mr. Lepore noted that he has met with the Omni people a couple of times and he looks forward to a much improved atmosphere at the hotel.

Brian Lavin explained a new tool that is being used to calculate and measure the economic value of an event. He stated that the calculator measures the spending of participants, meeting planners and exhibitors and localized models quantify the direct, indirect and induced impacts on jobs, sales and taxes. Mr. Lavin reported that the tool calculates total room nights sold for the event based on duration, number of attendees, event type, and occupants per room and average length of stay. He said that the total visitor days include overnight and day visitors generated by the event. Mr. Gunn asked if rent waivers would have an impact. Mr. Muldoon noted that this tool

would take that into consideration. Mr. Gunn inquired if this product exists for other venues that the Convention Center could contact to quantify the results of events. Mr. Lavin said yes.

Mr. Hodge continued the CVB presentation. Mr. Hodge stated that a hockey themed page was developed to capitalize on the NHL lockout, introduced “Free Stuff Fridays” promo to increase Facebook and Twitter followers, started an instagram account and merged old Facebook page with the current one to increase likes. Mr. Hodge reported that a press conference is being planned to announce US Synchronized Skating Championships. He also stated that the CVB participated in the Hasbro community fair to promote Providence to the employees at their new headquarters. Mr. Hodge said that the CVB partnered with the RI Airport Corporation on advertising in Baltimore and Houston for the Patriots playoffs and posted a football themed page for the playoffs. He stated that Providence’s proximity to Gillette Stadium was a feature online with the Houston Chronicle and the Baltimore Sun.

DUNKIN’ DOUNTS CENTER

Ms. Cohen began the Power Point Presentation for the Dunkin’ Donuts Center. Ms. Cohen discussed last fiscal year’s earned media results and stated that we are well ahead of pace this fiscal year. Ms. Cohen stated that the goal for this fiscal year is 10,000 Facebook likes

and 10,000 new subscribers in our e-mail database. Ms. Cohen announced that the media campaign for Monster Jam is in place and the pit party planning is underway. The Who is nearly sold out and the media is taking advantage of the canceled concert story. Ms. Cohen noted that promotions are scheduled leading up to the event. Discussion ensued regarding the 2013 NCAA Regional Hockey Tournament. Ms. Cohen said that the final media schedule is being revised and special hockey specific discounts are being announced. Ms. Cohen states that individual tickets will go on sale in February. Mr. Lepore noted the importance of social media saying that for cheerleading uses those vehicles as a way of communicating with their fans. Ms. Venturini said that she recently spent time with Cheryl on her media visits and didn't realize the impact that Ms. Cohen has in the industry.

CONVENTION CENTER

Mr. McGinn was asked to present the report for the Convention Center. Mr. McGinn stated that the revenue goal for the year is \$9 million and that currently we are at \$8 million. Mr. McGinn was confident that the Convention Center would reach their goal. Mr. McGinn noted that contracted events include a liquidation sale, Christ Love Ministries and the Roger Williams Commencement Ball. Site tours that are scheduled are the Strides Against Breast Cancer, the National Veterans Wheel Chair Games and the National Association of College and University Food Services. Mr. McGinn was pleased to

note that the booking window appears to be expanding. Ms. Sheridan noted that the CVB and the Convention Center will be doing a strategic thank you to the colleges for their assistance. Mr. DeLorenzo asked how the Masquerade Ball went. Mr. McGinn said that it did not do as well as we had hoped but planning is underway for other events in the future including another Masquerade Ball. Mr. Muldoon said that we lost a small amount on the event and the bar business was not as brisk as we had planned.

VETS

Ms. Venturini asked Ms. Hamilton to report on events at the VETS. Ms. Hamilton reported that Winton Marsalles show sold out. Ms. Hamilton noted that the AHL All Star event went off very well. Ms. Hamilton noted that there has been some interest from Feld to bring Disney Live to the VETS. Discussion ensued regarding Feld's booking window and their restrictions on the Dunkin' Donuts Center.

DISCOVER NEWPORT

Tim Walsh of Discover Newport reported that Newport is doing well. He announced that the Winter Festival is coming up and encouraged everyone to visit Newport for the Festival.

Ms. Venturini asked if there was any further business. Hearing none

Ms. Venturini looked for a motion to adjourn. Upon a motion duly made by Mr. Gunn and seconded by Mr. MacDonald it was unanimously

VOTED: to adjourn at 1:40 PM