

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

February 26, 2013

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on February 26, 2013, pursuant to notice at the Rhode Island Convention Center, One Sabin Street, Providence, Rhode Island.

Board members present were Committee Chairman, Dale Venturini and Paul MacDonald.

Also in attendance were Jim McCarvill, Kim Keough and Betty Sullivan, RICCA; Tim Muldoon, John McGinn, Breana Quinn, Amanda Wilmouth and Arlene Oliva, RICC; Kristin McGrath and Kristen Adamo, PWCVB; Daniel Schwartz, VETS; Larry Lepore, Cheryl Cohen and Lori Reynolds, DDC; Tim Walsh, Evan Smith, Jenn Bailey and Katherine Fulton, Discover Newport and Eileen Smith, recording secretary.

Ms. Venturini noted the lack of a quorum. Therefore approval of the minutes of the January meeting was postponed until more members arrived. The presentations began at 12:35 PM.

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

RICCA

Ms. Venturini asked that at future meetings Ms. Keough present her report as a wrap up to our partners' presentations. Ms. Keough agreed that her report includes the marketing efforts of the PWCVB, the Convention Center, Dunkin' Donuts Center and the VETS and would be better placed later on the agenda. Ms. Keough's report is attached. Ms. Keough reported that a press conference was held to announce Synchronized Skating which will be in Providence in 2015. Ms. Keough distributed pictures of the banners that will 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 Kristin McGrath who explained that Ms. Sheridan was taking part in desk side sales calls in New York. Ms. McGrath also said that Mr. Hirsh was joining her for these sales calls. Ms. McGrath's Power Point Presentation is attached. Ms. McGrath reported that hotel occupancy and average daily rate continue to trend ahead of last year. She stated that Convention Center related room nights and bookings are ahead of the previous year.

Organizations that have signed contracts are Ehler-Danlos National Foundation, Market America Convention and Global Premier Soccer. Ms. McGrath noted that tentative prospects include the Society of Architectural Historians, IBG Life Sciences, Crane's Money Fund Symposium, Environmental Mutagenesis & Genomics Society and the Ancient Accepted Scottish Rite of Freemasonry. Ms. Adamo presented highlights of web and social media marketing.

DUNKIN' DONUTS CENTER

Mr. Lepore began the Dunkin' Donuts Center's report with an update on the Wireless Fan Network that is being installed at the Dunk. Mr. Lepore reported that space for the equipment was found and all costs associated with the installation are being paid for by the vendor. Mr. Lepore noted that the Dunk will be paid a monthly fee for the space. Ms. Cohen reported that the Dunkin' Donuts Center has reversed the stage which increases the number of usable concert seats. Ms. Cohen explained the new Ticketmaster co-branding opportunities. Ms. Cohen presented fiscal year 2013 event marketing projects by reporting March and April events for NCAA Regional Hockey, the Harlem Globetrotters, the Green Day concert and the Circus.

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 although time is running out. Mr. McGinn reported on the steps being taken to close the gap by the end of June

VETS

Ms. Venturini asked Mr. Schwartz to report on events at the VETS. Mr. Schwartz reported that the number of event days and attendance is up from the number budgeted and also to last year. Mr. Schwartz presented highlights of upcoming contemporary events that include WPMS the Musical, Gabriel Iglesias, Brit Floyd, Sleeping Beauty, Argon & Orchis and the RI Philharmonic. Mr. Schwartz said that several dance competitions will take place in the coming months. Mr. Schwartz reported that a new name for the VMAF was voted at their last meeting. The group will now be known as the Vets Foundation.

Mr. Buonanno and Mr. Bennett arrived at 1:38 at which time a quorum was reached. Ms. Venturini asked for a motion to approve the minutes of the January meeting. Upon a motion duly made by Mr. MacDonald and seconded by Mr. Bennett it was unanimously

VOTED: to approve the minutes of the January meeting

DISCOVER NEWPORT

Evan Smith of Discover Newport introduced the people that traveled from Newport. He reported that the Visitors Center is getting a face lift and noted the number of visitors that that take advantage of the center. Mr. Smith reported that Newport is doing well.

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. Buonanno and seconded by Mr. MacDonald it was unanimously

VOTED: to adjourn at 1:40 PM