

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

**February 24, 2015**

**A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on February 24, 2015, pursuant to notice at the Rhode Island Convention Center, One Sabin Street, Providence, Rhode Island.**

**Board members present were Dale Venturini, Jeff Hirsh, Patrick Butler, Paul MacDonald and John Hooper.**

**Also in attendance were Jim McCarvill, Kim Keough and Betty Sullivan, RICCA; John McGinn, Amanda Wilmouth, Arlene Oliva, Dianne Richards, Melissa Avedisian and Kathleen Masino, RICC; Martha Sheridan, Kristen Adamo and Thomas Reil, PWCVB; Daniel Schwartz and Michael Gravison, VETS; Cheryl Cohen, John Ciofli and Larry Lepore, RICC/DDC and Eileen Smith, recording secretary.**

**Ms. Venturini called the meeting to order at 12:35 PM**

**PWCVB**

**Ms. Venturini asked Mr. Reil to begin the presentation and report for the PWCVB. Mr. Reil began by reporting continued growth in hotel occupancy and rate. Mr. Reil stated that weather has been an issue.**

**Mr. Reil said that sales and tentative bookings are flat year over year for the month. He noted that although the month of January was sluggish his prediction for future month is good. Mr. Reil presented definite booking activity highlights, Educational testing Service, American College of Sports Medicine, International Association of Administrative Professionals and MSG Global as well as tentative highlights that include the American Studies Association for October of 2015. Mr. MacDonald commented that American Studies is a short term booking. Mr. Reil noted that that the CVB had hosted, attended and conducted many events and workshops promoting the facilities. Ms. Adamo reported that on marketing initiative for the Flower Show and US Synchronized Skating. She also noted that a new ambassador program is being developed that focuses on the role of meetings and conventions as an economic generator. Ms. Adamo said that the CVB is planning media outreach to meetings and convention trade publications. Mr. Lepore informed the Committee that Ms. Sheridan had been appointed to the U.S. Travel Board. The Committee congratulated Ms. Sheridan who stated that she was honored to be appointed to this prestigious board. Mr. Reil reported that in the future the CVB will be using a new reporting calculator that will highlight the economic impact of an event. He said that the calculator will be used for everything booked this year.**

**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 \$8,800,000.00 and that currently we are at \$7,642,673.33 million an increase of \$269,950.16. Mr. McGinn said that tentative bookings for event from January 16 through February 16th include Brown University New England Regional Meeting, Hasbro Holiday party, National Lipid Association, Pengborn Sensory Science Symposium and the Hasbro Global Sales Meeting. Mr. McGinn stated that during that same time period contracted events include Blue Cross Blue Shield All Employee Meeting, Hasbro Global Sales Meeting, RISD Alumni Art Sale, Ava Anderson Meeting and Coastal Estuarine Research Conference. Mr. McGinn noted that the sales team had attended and made sales calls at the Candace Campbell Lesley University, Elyse Levin, Russman with Association of Pediatric Oncology and ICONICS.**

**Mr. McGinn reported that several site tours took place recently.**

## **DUNKIN' DOUNTS CENTER**

**Ms. Cohen updated the Committee on the Dunkin' Donuts Center events. Ms. Cohen reported that she worked closely with the Home Show to get them set up on the Ticketmaster system. She stated that an e-blast and social media campaign would take place prior to the event. Ms. Cohen said that she is working on potential Ticketmaster promotions for the show. Regarding Neil Diamond Ms. Cohen stated that all media is running and there have been e-blasts and on social**

media. Ms. Cohen said that she is negotiating additional media coverage. Ms. Cohen reported that media buys are finalized for Stars on Ice, the Harlem Globetrotters and NCAA Hockey East Regional Tournament. Media buys under negotiations are for the Circus. Ms. Cohen stated that WWE will be here in April and we are still in contact with Gillette for a huge wrestling event. The New England Professional Wrestling Fan Fest takes place on June 27th and we are working on the Hall of Fame event. Florida George Line ticket sales are going well and advertising on social media continues.

Discussion ensued regarding the difficulty we are having in attracting concerts. Mr. Lepore said that Feld goes directly to the market and that we have made several offers that looked good and Mohegan Sun will match our offer plus. Mr. Lepore said that PSE is still selling mostly family shows. He said that we have built a great family show market. Mr. Lepore reported that meetings are ongoing concerning Ice Kingdom and that the project would have many facets and involve several agencies.

## **VETS**

Mr. Schwartz reported on events at the VETS. Mr. Schwartz presented booking highlights that will keep the theater occupied through the spring. He said that attendance for events has steadily increased. Mr. Schwartz presented an event update indicating a variety of entertainment that has been booked for the remainder of

the year. Mr. Schwartz also presented upcoming shows that are being performed by Festival Ballet and First Works or promoted by our tenants. Mr. Schwartz reported that Craig Ferguson Show has been cancelled but should be re-booked in May. America's Test Kitchen Live will be in the building in March as well as Joshua Bell with the RIPO and Men are From Mars/Women are from Venus. Mr. Schwartz reported that Brit Floyd, Richard Nader's Doo-Wop will be returning and several new shows are have been added to the schedule. Mr. Schwartz noted that we have been able to attract some events that were recently held in other venues.

## **RICCA**

Ms. Keough distributed her report and stated that a draft of the Economic Impact Study is in the hands of the Authority but a final review underway. Ms. Venturini encouraged the release of the study saying that she is tired of people sticking sticks in our eyes. Ms. Venturini said that she believes that we should stand up to this press in conjunction with our partners. Mr. McCarvill said that we need to plan our strategy for answering these allegations. Discussions ensued regarding the Economic Impact Study and the latest reports by Mr. Gavigan. Mr. McCarvill stated that a couple of outrageous statements have been made but the point is they have a place to be heard. Ms. Keough stated that the EIS will shine a light on Mr. Gavigan's data. Ms. Venturini suggested a meeting with the Governor, Speaker and Senate President to get the Legislature on our

**side. Mr. McCarvill said that the Authority needs to release this report but that he would like to present it to the Board members first. A lengthy discussion took place on the next steps to overcome the negative publicity. Mr. Hooper suggested calling a special meeting to roll out the study. Mr. Hirsh asked why we don't invite the Governor, Speaker and Senate President to attend the meeting. Mr. McCarvill said that he would summarize the report for the Board meeting on Thursday and then discuss the roll out.**

**Ms. Venturini asked if there was any further business. Hearing none she looked for a motion to adjourn. Upon a motion duly made by Mr. Hirsh and seconded by Mr. Hooper it was unanimously**

**VOTED: to adjourn at 2:02 PM**