

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

March 24, 2015

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on March 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 and Patrick Butler.

Also in attendance were Jim McCarvill, Kim Keough and Betty Sullivan, RICCA; John McGinn, Amanda Wilmouth, Melissa Avedisian, Diane Richards and Breana Quinn, RICC; Kristen Adamo, Christina Robbio and John Gibbons, 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 Ms. Adamo to begin the presentation. Ms. Adamo introduced Christina Robbio and stated that Ms. Robbio is the newest addition to the PWCVB family. The Marketing Committee

welcomed Ms. Robbio. Ms. Adamo stated that Ms. Sheridan was not available for today's meeting and Mr. Gibbons would be making the CVB's presentation. Mr. Gibbons reported that Providence Hotel performance continues to be strong. Mr. Gibbons reported that there were 19 definite bookings in February, 2015 which is down from the 2014 numbers but year to date definite bookings are considerable higher. Convention Center Authority definite bookings are also up year to date. Tentative room nights associated with RICCA are trending higher. Mr. Gibbons brought to the Committee's attention a new report presenting the economic impact that our industry brings to the State. Mr. Gibbons stated that an impact of almost \$4million was realized in February. Mr. Gibbons stated that Perkins- A Gordon Food Service Company, the Association of Public Health Laboratories and the Phoenix Burn Survivors signed contracts. Tentative bookings include the Society of Manufacturing Engineers, Research Chefs Association, Verizon Wireless and the Massachusetts Public Interest Research Group. Mr. Gibbons reported that the sales team hosted a client dinner in Washington, DC, conducted sales calls in Chicago, attended the Northeast Retail Lumber Show that will be at the Convention Center and hosted a meeting with Omni Global Sales representatives in Washington, DC.

Ms. Adamo reported that a new campaign, Recommend Rhode Island, has been launched to reinvent the PWCVB's Ambassador Program utilizing testimonials from local people who have brought meetings, convention, and sporting events to Rhode Island. Several examples

of how the Ambassador Program works are contained in the presentation. Ms. Adamo noted that the CVB had worked with the Dunk and Convention Center on promoting NCAA Hockey, NCAA Men's Basketball, Stars on Ice and the R.I. Flower and Garden Show.

DUNKIN' DOUNTS CENTER

Ms. Cohen updated the Committee on the Dunkin' Donuts Center events. Ms. Cohen reported that it was now possible to purchase single day tickets to the NCAA Hockey Tournament this weekend. Ms. Cohen noted that the push is on for the Harlem Globetrotters and a social media campaign is underway for Stars on Ice. Ms. Cohen said that Ringling Bros. & Barnum and Bailey Circus will be back at the beginning of May. She also said that the Bro Show will take place in June. Ms. Cohen stated that WHJY is the presenting station and is responsible for securing vendors and a Rock Art Exhibit as part of the event. Ms. Cohen reported that media placement and negotiations are underway for other events such as WWE – Live that should be a sell out and Cirque Du Soleil. Ms. Cohen reported that a new show will be in the Convention Center later in April called Cribbs to Crayons. She noted that the sponsor for this event is Babies R Us. Ms. Cohen said that all things baby and children will be featured at the show.

Ms. Venturini asked if we could tap into the economic impact analysis that is being used by the CVB. Mr. Gibbons stated that public shows

like Cribs to Crayons are usually attended by the local population. Mr. McCarvill said that in our Economic Impact Study local traffic is accounted for. Discussion ensued regarding better ways to track the impact for local events. Mr. Gibbons noted that there is an impact on restaurants and the Mall during events.

Ms. Venturini asked if Dunkin' Donuts might consider sponsoring the Songwriters event. Ms. Venturini said that she would like to see this event grow. Discussion ensued regarding ways that this might be accomplished. It was noted that the event takes place at a great time in August.

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 \$7,711,302.83 an increase of \$68,629.50. Mr. McGinn said that tentative bookings for events include the Always On Symposium for May 2016, the NoiseCon 2016 Conference, the Perkins Annual Trade Show, RAPID 2017 Exposition & Conference, COMMON Annual Meeting & Expo and the International Conference on Mercury as a Global Pollutant. Mr. McGinn stated that during the recording period from February 17th through March 17th the facility contracted with Verizon Wireless Network, Always On Symposium, Touchstone Crystal National Conference, St Vincent de Paul National Assembly, NEPPA Trade Show and the APHL Annual

Meeting. Mr. McGinn noted that several site tours took place recently that indicated a desire to bring their event to the Convention Center. Mr. McGinn noted that the New England Fire Chiefs Association is a group that we have been trying to attract for many years. He stated that they would use both buildings and be a great event.

VETS

Mr. Gravison reported on events at the VETS. Mr. Gravison noted that Community Prep had scheduled their graduation ceremony at the theater. He also reported that the Art League of Rhode Island is displaying artist's works in the new gallery area of the building. Mr. Gravison stated that Music Educators will be holding an event in the theater in April and the Governor is hosting a reception for all Legislators in the gallery on April 27th. Mr. Gravison presented the upcoming events for the 2014-2015 Season that includes something for everyone from classical music to children's programming. Mr. Gravison reported on recently confirmed shows that include Last Comic Standing and Colin & Brad from Whose Line is it Anyway. Mr. Gravison stated that American Idol, Fifth Harmony and Morrissey are pending tours for the Summer Season. Several other concerts and family shows are pending for the Fall. Ms. Venturini asked if we are using the flat lot parking lot next to the building. Mr. Schwartz answered that we are on nights and weekends. Ms. Venturini informed Mr. Schwartz that the Queen Concert was great.

RICCA

Ms. Keough distributed her report. She stated that she and Mr. McCarvill had met with the people from the Governor's Office, Speaker's Office and the Senate President's Office to go over results of the Economic Impact Study. Mr. Butler asked who knows about the study. Mr. McCarvill answered that only those mentioned have any information regarding the study. Mr. McCarvill said that it will not be made public until after the Board meeting and acceptance by the Commissioners.

Ms. Keough reported that she had met with the marketing folks at the Omni who would like to work together on some marketing projects. Ms. Venturini cautioned that the other hotels in the vicinity have concerns about giving the Omni preferential treatment. Ms. Keough said that she would keep that in mind. Discussion ensued regarding a press release to report that despite the weather the facilities were host to thousands of people. Mr. Gibbons stated that the Star Report was very good. Ms. Adamo offered her assistance with the release. Mr. Hirsh said that we really need to tell our story. Ms. Venturini noted that we need to do a better job of informing local restaurants and businesses of what is going on in the buildings so that they can better prepare for the crowds. Mr. Butler said that he still hears complaints about getting out of the garage. Mr. McCarvill said that we do the best that we can but the street can only hold so many cars.

Ms. Venturini reported that the staff did an excellent job with the Women in Hospitality event. Mr. McCarvill noted that Mr. Schwartz did a fantastic job over the weekend with Music Educators and the Philharmonic. Mr. McCarvill reported that the Vets staff worked from 6:00 am to midnight every day.

Ms. Venturini noting that a quorum was not present at the start of the meeting asked for a motion to approve the minutes of the February 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.

Ms. Venturini thanked everyone for all of their hard work and asked if there was any further business. Hearing none she looked for a motion to adjourn. Upon a motion duly made by Mr. Butler and seconded by Mr. Hirsh it was unanimously

VOTED: to adjourn at 1:55 PM