

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

March 29, 2016

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on February 23, 2016, pursuant to notice at the Rhode Island Convention Center, One Sabin Street, Providence, Rhode Island.

Board members present were Dale Venturini, Bernie Buonanno, Paul MacDonald, Jeff Hirsh and Stan Israel.

Also in attendance were Jim McCarvill RICCA; John McGinn, Amanda Wilmouth, Arlene Oliva, Melissa Avedisian and Diane Richards, RICC; Kristen Adamo, Martha Sheridan, John Gibbons and Tom Reil, PWCVB; Daniel Schwartz and Michael Gravison, VETS; John McGinn, Cheryl Cohen, John Ciolfi, Pam Bacon, Sue Lataille and Larry Lepore, RICC/DDC; Evan Smith, Discover Newport and Eileen Smith, recording secretary.

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

Mr. Reil presented the PWCVB's power point highlighting February results for Providence hotel performance. Mr. Reil noted that average daily rate, RevPar and occupancy all continue to trend upward. Mr. Reil brought to the Commissioner's attention a new graph showing

Providence hotel performance for the running 12 months. Mr. Reil reported that the direct spend impact on the area for RI Convention Center Bookings is \$3,627,810. Mr. Reil noted booking highlights for February are the NCAA 2017 Men's Ice Hockey Regionals, USA Gymnastics 2017 Region 6 Congress, Touchstone Crystal Glam Jam 2017 and Aim High Academy 2017 and 2018. Tentative opportunities include New England Regional Genealogical Consortium, American Society for Public Administration, National Association of Housing & Redevelopment, International Association of Chiefs of Police Law and American Society for Microbiology. Ms. Adamo reported on Electronic Media and presented Social Media Stats. Mr. Gibbins noted that we are prepared to bid on every NCAA event that is available for 2019 through 2022 and take advantage of the good job that we did with the Basketball Tournament.

Ms. Sheridan presented a video of the new promotional material that was rolled out earlier in the day. Conversation ensued regarding the logo and the reception that the rollout has gotten. Mr. Smith noted that this marketing tool is intended to be integrated into the business community as well as tourism. Ms. Sheridan noted that the tourism agencies throughout the State were not consulted prior to the rollout but that her agency would find a way to work with package to promote Rhode Island as a warm and cool place to visit, work and do business.

.

DUNKIN' DOUNTS CENTER

Ms. Cohen updated the Committee on the Dunkin' Donuts Center events. Ms. Cohen presented highlights of upcoming events at the Dunk. She reported that following basketball and hockey, there will be concerts by Stars with Guitars and CVS has booked a concert to coincide with their Golf Tournament. Ms. Cohen stated that thoughts are being given to a retirement party for the elephants because this will be their last performance with the Circus. Ms. Cohen also reported that Malala is nearing a sell-out. Mr. Lepore noted that June is packed.

CONVENTION CENTER

Mr. McGinn was asked to present the report for the Convention Center. Mr. McGinn was pleased to report that the Convention Center had surpassed their goal for the year. Mr. Buonanno asked Mr. McGinn to prepare a report stating what expansion would mean to the facility. Mr. McGinn stated that the large shows that we currently have use the majority of the space in the buildings and that eliminates the opportunity to book more than one event in the facility.

Also ComicCon and Cheerleaders are outgrowing the space that we have and could look to other venues. Mr. Lepore reported that it has been decided that the Journal Building is not practical. He stated that groups want to be in the same building even if the walk is only across the street. Mr. Lepore noted that Vision III had provided their concept

of what could be done using some space from the garage. Mr. Lepore noted that we would be giving up about sixteen parking spaces for stairs and 200 less spaces in the garage. Mr. Lepore noted that the parcel behind the building may become useful to us. Mr. McCarvill said that we need to compete with facilities the size of Louisville, Cincinnati, etc. He said that Vision II idea looks good. Mr. Lepore said that we can't grow without more space.

VETS

Mr. Gravison's Power Point Presentation began with a slide on attendance and income for the VETS and continued with insights and analytics. Mr. Gravison presented the VETS upcoming schedule and included a list of special events. He reported that Peppa Pig and Straight No Chaser are almost sold out. Mr. Gravison noted that we are making a name for ourselves in the place to be for entertainment for younger audiences. Shows like Peppa Pig and Daniel Tigers Neighborhood do very well at the VETS. Photos of the parking lot that VETS patrons can take advantage of during off hours of the State workers. Mr. Gravison also included a picture of the Encore Lounge that will be opening soon.

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. MacDonald and seconded by Mr. Buonanno it was unanimously

VOTED: to adjourn at 1:38 PM