

**THE RHODE ISLAND CONVENTION CENTER AUTHORITY
BOARD OF COMMISSIONERS
MARKETING COMMITTEE MEETING
February 21, 2023**

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on Tuesday, February 21, 2023, pursuant to notice at the AMP, One LaSalle Square, and the RI Convention Center, One Sabin Street, Providence, Rhode Island.

Ms. Venturini called the meeting to order at 12:00 PM.

Board members participating were Dale Venturini, Edward Feldstein and Jeff Hirsh.

Also in attendance were Dan McConaghy, RICCA; Larry Lepore, Cheryl Cohen and Veronica Vanjura, Casey Hoover, Rebecca Ponder, RICC and AMP; Kristen Adamo, Alana O'Hare and Tom Riel, PWCVB; Dan Schwartz and Michael Gravison, VETS and Eileen Smith, recording secretary.

Ms. Venturini asked for a motion to approve the minutes of the November meeting. Upon a motion duly made by Mr. Hirsh and seconded by Mr. Feldstein it was unanimously

VOTED to approve the minutes of the November meeting.

Ms. Venturini asked Mr. Riel to present the Marketing Report for the PWCVB. (attached) Mr. Riel reported that the funnel is full and that he is encouraged that groups are anxious to get back to normal. He noted that smaller regional meetings are the current trend. A discussion ensued regarding the types of customer that are returning. Mr. Riel said that business transient guest is not back yet. He stated that we are experiencing an unprecedented level of mid to small size group leads and significant growth in the Northeast market.

Ms. Adamo reported that Lt. Governor Sabina Mattos continues her participation in the Recommend Rhode Island campaign. Ms. Adamo said that the Lt. Governor has taken on tourism as one of her objectives. Ms. Adamo introduced the newest member of the PWCVB, Alana O'Hare. Ms. O'Hare addressed the committee and explained her background.

Cheryl Cohen and Becca Ponder presented the marketing reports for the Convention Center and the AMP. (Reports attached) Ms. Cohen reported that AMP gives 50 weekly service act included a donation of roses to the nurses and patients of Lifespan Cancer Institute. Ms. VanJura stated that guest experience coins for free popcorn and soda were distributed to families with tickets to an upcoming show. Ms. Cohen reported on coming events and reported that the Jeff Dunham show starts at 5:00 PM. She said that surrounding restaurants should do well after the performance. Ms. Venturini asked if the restaurants had been forewarned. Ms. Cohen stated that notices had been sent and Ms. Venturini stated that she would also make them aware of the show time.

Mr. Lepore addresses the Committee regarding the issues that we are encountering with PC. He said that the students are throwing beer and being disruptive. Mr. Lepore reported that there will be a greater police presence at future games and will issue a court summons to those using fake

identification. Lengthy discussion ensued regarding what is going on at the games and the lack of PC control. Mr. Hirsh said that he is disappointed that PC is not doing more.

Ms. Ponder presented an update on January and February sales at the RICC. She reported that there were several short term smaller pieces of business. Ms. Ponder noted that there was a three day sporting events where parents needed to park. Discussion ensued regarding parking. Ms. Venturini suggested that parking should be placed on the agenda so that issues could be addressed.

Ms. Venturini recognized Michael Gravison and asked him to address the Committee. Mr. Gravison reported that the Fall season is shaping up nicely. Mr. Gravison presented a list of events through the end of the fiscal year. (Marketing Highlights attached) Mr. Gravison stated that the art work on the exterior of the building will be refreshed after road construction is complete. Mr. Gravison reported that Billboards on I-195 and I-95 showcasing multiple events will be installed in March. Mr. Gravison said that mobile ticket education is being added to the VETS website although there is always a backup if mobile ticketing is not an option.

Mr. McConaghy reported that on changes to the marquee and banners on the facilities. He stated that there will be a walkthrough of architects for the remodel of the 5th floor of the Convention Center.

Mr. Hirsh asked if there is any advertising of events that we could do at the airport such as an electronic kiosk announcing events in the City.

Ms. Venturini brought to the Committee's attention B&B legislation that she is working on. Discussion also ensued regarding ticket scalping.

Ms. Venturini asked if there was any other business for the Marketing Committee. Hearing none she asked for a motion to adjourn. Upon a motion duly made by Mr. Feldstein and seconded by Mr. Hirsh it was unanimously

VOTED: _____ to adjourn at 1:18 PM