

**THE RHODE ISLAND CONVENTION CENTER AUTHORITY
BOARD OF COMMISSIONERS
MARKETING COMMITTEE MEETING
March 28, 2023**

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on Tuesday, March 28, 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 12:10 PM.

Board members participating were Dale Venturini, Edward Feldstein, Peter Mancini, Patrick Butler and Jeff Hirsh.

Also in attendance were Dan McConaghy, RICCA; Larry Lepore, Veronica Vanjura, Chris Spolidoro, Casey Hoover, Rebecca Ponder, RICC and AMP; Kristen Adamo, Tom Riel, and John Gibbons, PWCVB; Dan Schwartz and Michael Gravison, Vets and Eileen Smith, recording secretary.

Ms. Venturini asked for a motion to approve the minutes of the February meeting. Upon a motion duly made by Mr. Butler and seconded by Mr. Mancini it was unanimously

VOTED to approve the minutes of the February meeting.

Ms. Venturini asked Mr. Riel to present the Marketing Report for the PWCVB. (attached) Mr. Riel reported that the CVB has been nominated for a Stella Award as Best CVB in the Northeast. Mr. Riel noted that definite bookings include the 2023 Cannabis Science Conference, Herbalife International of America, Worldwide Events and Big Picture Learning.

Ms. Adamo reported that a new recommend Rhode Island trade show screen and display posters have been created for the Ambassadors Award Luncheon. Ms. Adamo stated that some the CVB launched some fun, interactive online promotions. Ms. Adamo thanked her staff for their innovative and creative ways to promote the City. She noted that an evite was created for our Visitor Center's upcoming Open House on April 12.

Becca Ponder and Veronica VanJura presented the marketing reports for the Convention Center and the AMP. (Reports attached) Ms. Ponder reported that she traveled to Destination Showcase in National Harbor, MD and attended the tradeshow with Anissa Ladd in the PWCVB Booth. Ms. Ponder was pleased to report that Varsity Spirit was a success. She said that this is a three day competition utilizing our entire building. Ms. Ponder said that due to the size and attendee interest the client has requested expanding into the AMP and adding a 3rd competition. Ms. VanJura presented the bookings, on sales and upcoming events at the AMP. She noted that there were three successful events since our last meeting, Jeff Dunham, Lil Durk and WWE Raw. A Jurassic World Live Event at the Boys and Girls Club where 6 performers taught kids about dinosaur history and distributed tickets for the show. Mr. MacDonald thanked Ms. VanJura noting that the organization is near and dear to his heart.

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 stated that this meeting would be a working session to address the problems that we are facing at the parking garage. She said that in the past we could be proud of the safety and cleanliness found in the garage which is no longer the case. Chris Spolidoro concurred saying that maintenance has been deferred for too long. Lengthy discussion took place to see if a solution could be found for the declining financial picture of the garage. One of the ideas was to advertise overnight parking. The Mall parking was also considered to be a deterrent to event parking. The Mall is free for a few hours and they have the food court. Ms. Venturini stated that more thought needs to be this important issue. Ms. Venturini also noted that only one elevator was working.

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. Butler and seconded by Mr. Hirsh it was unanimously

VOTED: to adjourn at 1:30 PM