

**THE RHODE ISLAND CONVENTION CENTER AUTHORITY
BOARD OF COMMISSIONERS
MARKETING COMMITTEE MEETING
May 23, 2023**

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on Tuesday, May 23, 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 12:01 PM.

Board members participating were Dale Venturini, Peter Mancini, Edward Feldstein, Steve Iannazzi, and Jeff Hirsh. Board Member Ernie Almonte listened via the phone but did not participate according to Open Meetings law. He remained on the phone until 1pm.

Also in attendance were Dan McConaghy, RICCA; Larry Lepore, Cheryl Cohen, Veronica Vanjura, Chris Spolidoro, Rebecca Ponder, RICC and AMP; Tom Riel and Kristen Adamo, PWCVB; Dan Schwartz, Vets.

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

VOTED to approve the minutes of the April meeting.

Ms. Venturini began the meeting by reminding the committee that beyond reporting of each venue, a deeper dive of a separate subject would occur at each committee meeting. Per the agenda, in this meeting, the committee would be learning more about the booking process at each venue.

Ms. Venturini asked Mr. Riel to present the Marketing Report for the PWCVB. Mr. Riel reported that hotel room bookings were on track to exceed 70,000 rooms, which was ahead of his goal. Rooms booked because of business at the Convention Center were also tracking favorably. From a trend standpoint, the challenge remains business travelers. Currently, business travelers stay in room 1.2 nights per week versus 3 nights prior to covid. Unlike the past, leisure travelers are paying top dollar for rooms versus business travelers. The CVB has spent a great deal of time attempting to match hotel booking patterns with new business brought to the State. (Report attached)

Ms. Cohen reported on the AMP. She walked through the most current “booking deck” used to entice acts and entertainment to visit the Amp. She discussed an example where promoters may be interested in booking their talent on or in college communities. The booking report can be tailored to show that Providence has thousands of students within a one-mile radius which equates to a large college venue. (Report attached)

Ms. Ponder presented the marketing reports for the Convention Center. Ms. Ponder reported that there was a great deal of F&B business in the Convention Center in the month of May. Some of these events were repeat clients, others were new. Ms. Ponder highlighted the upcoming RISD senior student displays of their art. This has been ongoing for several years now and is well

received by the community. In fact, the display area has spread into Hall B from Hall A this year. (Report attached)

Ms. Venturini recognized Mr. Schwartz and asked him to address the Committee. Mr. Schwartz reported on the recent activity at the Vets. There has been a successful run of great shows at the Vets; all exceeding expectations from an attendance and financial standpoint. Mr. Schwartz handed out their most recent flyer and highlighted a few of the more promising shows. (Report attached)

Attention then turned to the deep dive subject of this month's meeting: the booking process. Mr. Schwartz began by describing in detail the process using a formal presentation (Report attached). He presented that all shows considered at the Vets are reviewed for performance at other venues like the Vets and are vetted by the leadership of PFM before being sent to Mr. McConaghy at the Authority for final approval. Much discussion ensued regarding the nuances of the process with PFM at the Vets.

Before moving on to the Amp and the Convention Center, Ms. Venturini decided to defer their respective reports to June as the meeting duration was extending beyond 1:30pm. All committee members agreed.

Ms. Venturini asked for a motion to adjourn. Upon a motion duly made by Mr. Iannazzi and seconded by Mr. Mancini it was unanimously:

VOTED: to adjourn at 1:34 PM