

**THE RHODE ISLAND CONVENTION CENTER AUTHORITY  
BOARD OF COMMISSIONERS  
MARKETING COMMITTEE MEETING  
November 22, 2022**

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A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on Tuesday, November 22, 2022, pursuant to notice at the AMP, One LaSalle Square, and the RI Convention Center, One Sabin Street, Providence, Rhode Island.

Mr. Hirsh called the meeting to order at 12:00 PM.

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

Also in attendance were Dan McConaghy, RICCA; Larry Lepore, Cheryl Cohen and Veronica Vanjura, RICC and AMP; Kristen Adamo, PWCVB; Dan Schwartz and Michael Gravison, VETS and Eileen Smith, recording secretary.

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

VOTED to approve the minutes of the October meeting.

Ms. Venturini recognized Michael Gravison and asked him to address the Committee. Mr. Gravison reported that they have launched the new season and the opening has been great. (Marketing Highlights attached) Mr. Gravison stated that everyone is pleased with the new seats. Mr. Gravison reported that there were two sold-out Taylor Tomlinson performances as well as a sold-out Tom Segura performance. He continued that Straight No-Chaser and the North American Tour of The Smile have also sold-out. Mr. Butler asked if customer surveys are completed by the patrons. Mr. Gravison answered that they were completed in the past but not recently. He said that they are looking to begin the practice again. It was noted that the Nutcracker will return to the VETS. Mr. Gravison stated that the PPAC/VETS Holiday Sale will happen on December 3<sup>rd</sup>

Cheryl Cohen and Veronica VanJura presented the marketing reports for the Convention Center and the AMP. (Reports attached) Ms. Cohen reported that the complex has been very active. She stated that nineteen events were held in October prior to RI Comic Con. Ms. Cohen stated that ticket sales for Comic Con were their highest grossing in ten years. Ms. Cohen reported on November events. Mr. McConaghy reported that the team is now using VenueOps. He said that we think it could be a great tool. Ms. VanJura noted that a two day training exercise on the use of VenueOps was held with the Events/Operations and Finance team to streamline data input to improve use of the system. Ms. Cohen reported that Becca Ponder had attended the Nursing Organization Alliance Conference in Des Moines, IA. She noted that Providence will be hosting the organization in 2023. Mr. McConaghy stated that FY 2023 was previously reported to be an issue. He asked if that was still the case. Ms. Cohen noted that it seems to be filling in.

Ms. Cohen reported that planning is underway for our 50<sup>th</sup> anniversary. She said that we have a lot going on. Discussion ensued regarding fake tickets.

Kristen Adamo presented the Marketing Report for the PWCVB. (attached) Ms. Adamo reported that American Dance Awards will take place here in July 2023. Ms. Adamo reported on other definite booking highlights for 2023 including Aim High Academy, EDUCAUSE and M-F Athletic Company. Discussion ensued regarding Three Nights of Lights that will run from December 1 -3. Ms. Adamo stated that the PWCVB is running the Buy Local RI campaign this holiday season. Ms. Adamo noted that occupancy in Warwick is through the roof. She stated that Warwick has more double double rooms that appeal to families.

Mr. McConaghy discussed the use of incentives to promote use of the facilities.

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. Feldstein it was unanimously

**VOTED:** \_\_\_\_\_ to adjourn at 12:49 PM