

**THE RHODE ISLAND CONVENTION CENTER AUTHORITY
BOARD OF COMMISSIONERS
MARKETING COMMITTEE MEETING
June 13, 2023**

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on Tuesday, June 13, 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 9:02 AM.

Board members participating were Dale Venturini, Peter Mancini and Steve Iannazzi.

Also in attendance were Dan McConaghy, RICCA; Larry Lepore, Veronica Vanjura, Rebecca Ponder, Casey Hoover, RICC and AMP; Dan Schwartz, Vets.

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

VOTED to approve the minutes of the May meeting.

Ms. Venturini began the meeting by picking up the conversation from the previous meeting regarding the booking process. She reminded the committee that the Vets booking process had been previously discussed at the May meeting and we would begin today with the RICC followed by the AMP. The individual Marketing Updates (attached) were available to the Board for review and comment if necessary. She also took a moment to acknowledge the recent and untimely death of John Gibbons of the PWCVB. She noted that members of the PWCVB were not in attendance at this meeting as a result.

Ms. Venturini asked Ms. Ponder to present the booking process for the RICC. (Presentation attached) Ms. Ponder introduced the sales team and described the various responsibilities each person had from a sales perspective. Ms. Venturini suggested that titles be added to everyone's headshot as part of Ms. Ponder's presentation. It was commented by Executive Director McConaghy that the relationship shared by the PWCVB and the RICC sales team has been outstanding. All agreed they are working well with one another. Ms. Ponder walked through the nuances of the types of engagements in which they enter and utilized two examples as part of her presentation. She commented on how the PWCVB and RICC team interact regularly and in depth about details of the offering, availability dates and any other nuances of the deal. The team has worked diligently to be more transparent and accurate with anticipated costs to the exhibitor or convention client. Discussion ensued about the application of a convenience fee to credit card transaction for deposits.

Ms. Venturini asked Larry Lepore to report on the AMP booking process. (Presentation attached) Mr. Lepore discussed the interaction with agents, agencies and promoters to seek opportunities. Much discussion ensued on the nature of the industry, the strength of Live Nation and the impact of local intense competition from the casinos, New York, Boston, the Xfinity Center and other venues. Ms. Venturini asked Mr. Lepore to revisit and update a competitor analysis that was done several years ago. Mr. Lepore also explained the various types of arrangements we enter

including co-promote, self-promote and straight rentals. Each has its own level of risk and opportunity. Mr. Mancini asked if labor remains a challenge, to which Mr. Lepore replied yes. We are still having issues from staffing events.

Attention then turned to an update from Mr. McConaghy on the parking initiatives from previous meetings. An update on progress was provided for each item. (Presentation attached.)

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 10:15 AM