

THE RHODE ISLAND CONVENTION CENTER AUTHORITY
MARKETING COMMITTEE MEETING
THURSDAY, May 28, 2026, AT 12:00 PM

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority (hereinafter referred to as "Authority", the "CCA" or the "Board") was held on May 28, 2026. The meeting was held in the McCarvill Boardroom, second floor, Rhode Island Convention Center, pursuant to notice, at the Rhode Island Convention Center, One Sabin Street, Providence, RI 02903 and the AMP, One LaSalle Square, Providence, RI 02903.

Board members in attendance were Chairman Ernest Almonte, Jeff Hirsh, Paul MacDonald, Peter Mancini, Dale Venturini and Carol Lombardi. Board members unable to attend were Vice Chair George Nee, Oscar Vargas, Diony Garcia, Esq., Jennifer Goodrich Coia, Esq., and Sarah Bratko, Esq.

Others attending include, Daniel McConaghy and Patricia Verrecchia, RI Convention Center Authority; Cheryl Cohen, Becca Ponder, Casey Hoover, Samantha Bottoni and Hannah Capece, RI Convention Center and AMP; Dan Schwartz and Mike Gravision, The Vets; Kristen Adamo and Tom Riel, PWCVB; Alissa Bateman, Go Providence.

1. Call to Order – Ms. Venturini called the meeting to order at 12:10 PM
2. Next Meeting – Thursday, June 25, 2026, at 12:00 PM
3. Approval of Minutes – Approval of April 2026 Marketing committee minutes

Ms. Venturini requested a motion to approve April 2026 Marketing meeting minutes. Upon a motion duly made by Mr. Mancini, which was seconded by Mr. MacDonald, it was unanimously

VOTED: to approve the minutes of the April 2026 Marketing Committee meeting.

4. Marketing updates – Chair Dale Venturini (see attached handouts for more detail on venues)
 - a. PWCVB – Tom Riel/Kristen Adamo
 - b. RICC – Becca Ponder

Mr. Riel began by stating the YTD room nights are at 114,680. Only ahead by 3,662 compared to last year. Bookings are only ahead by 27 from last year. RI Convention Center bookings are ahead by 9 from last year. Lead volume is down 10% in the Northeast. The assumption is that this increase is due to the cost of doing business in the Northeast. April bookings include Aim High Academy. They have been with us for 10 - 12 years and just keep growing. Consigli Construction will be using the Exchange bar instead of Omni for their reception. New England Regional Turfgrass Foundation will be here in Feb. 2027. US Conference of Mayors will be back in June 2027. Mr. Riel noted that hotel performance is running 60% occupancy, average daily rate up and the market is full. Mr. Riel distributed a Providence specific handout, noting transient occupancy is down 10.3% YTD and groups are up 10.7%. The problem is groups are usually here Thursday – Saturday. Mr. Almonte asked Mr. Riel what type of business we can attract on Sunday – Tuesday? A lot of this is due to the lack of corporate activity in the city, especially after losing Hasbro. Mr. Riel noted that 10,000 transient room nights went away when Hasbro left. How do we fix this? We are concentrating on getting small meetings that fit into the hotels and making Commerce aware of this situation, in hopes that they can reach out to the local corporate community.

Ms. Ponder began by having the board proceed to page 6 of her handout. She reviewed the March calendar and how they book business during this high demand month. Starting with JLC Live, they have committed to March 2029, 2030 and 2031. JLC Live continues to grow, and we are doing everything we can to support their growth, including the possibility of utilizing space at Amica Mutual Pavillion. JLC Live is adding another show day to the

event to help them expand. Adding this extra day is increasing the number of room nights by 1600. We need to work with the flow of the show so it's less overwhelming to people. With the growth of JLC Live we are losing more space which will affect SpiritFest. Because JLC Live will now be taking up two weekends this will affect them. It's not easy for them to move because of competition rules. We offered alternative dates, unfortunately this will not work and SpiritFest will be moving out. We will not lose them as customers because they still have Athletic Champs here. This is their second largest cheer event. We will find something else that fits into this space. Turfgrass & Saltwater are two groups that coexist in the same week. This is a strategic plan that has worked well for 3 years. Luckily, we will not need to do that in 2028 due to the calendar days. Brown Health – Hasbro Hospital Gala is also an event that wants to be in March. This is a wonderful event that brings in \$100k in F&B and their employees also park in our garage. This event is local and does not generate any room nights. In March 2028 we secured two new large pieces of business. We work hard to fit the pieces of the puzzle in the correct spots. We were able to move some small business to February and April. Choral Directors is a business that wants to be in March but has always taken the last week of February. The Home Show prefers to be in March but has a prime weekend secured in April. Nercomp is a repeat event that books in March but will shift to April.

Ms. Bateman updated the board on Marketing & Communications for the PWCVB noting that World Cup efforts are underway. Working on how to get information on your iPhone such as parking, event info. etc. and push notifications. Over 1,000 parking passes have sold so far. Out of 60 locations, we have sold the most passes at this point. Signage is being installed at the new Visitor Center. The Executive Exchange and Ambassador Luncheon was a great event. F&B did an amazing job. Ms. Bateman continued with some media highlights and public relations highlights. See handout.

Ms. Venturini asked Tim Sullivan to present from time to time regarding parking. She mentioned an issue she had at the garage in the past and how unsafe she felt. She thanked him for the turnaround and how much safer the garage feels.

5. Other or New Business

Ms. Venturini noted that she has been replaced by the governor, due to her term expiration. This will unfortunately be her last meeting. The board thanked Ms. Venturini for all her hard work and dedication. She will be missed.

6. Adjournment

With there being no further business to be discussed by the Marketing Committee, Ms. Venturini asked for a motion to adjourn the meeting. Upon a motion duly made by Mr. Hirsh, which was seconded by Ms. Lombardi, it was unanimously

VOTED: to adjourn the meeting at 1:10 PM