THE RHODE ISLAND CONVENTION CENTER AUTHORITY
MARKETING COMMITTEE MEETING
TUESDAY, SEPTEMBER 29, 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 Sept. 29, 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 Jeff Hirsh, Peter Mancini, Carol Lombardi and Farouk Rajab. Board members unable to attend were Chairman Ernest Almonte, Vice Chair George Nee, Paul MacDonald, Oscar Vargas, Jennifer Goodrich Coia, Esq., Diony Garcia, Esq., and Sarah Bratko, Esq.

Others attending include, Daniel McConaghy and Patricia Verrecchia, RI Convention Center Authority; Larry Lepore, 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, Tom Riel, Alissa Bateman and Intern Kendrick Quinones Pagan, PWCVB.

1. Call to Order – Mr. Hirsh called the meeting to order at 12:15 PM
2. Next Meeting – Tuesday, November 24, 2026, at 12:00 PM
3. Approval of Minutes – Approval of July 2026 Marketing committee minutes

Mr. Hirsh requested a motion to approve July 2026 Marketing meeting minutes. Upon a motion duly made by Ms. Lombardi, which was seconded by Mr. Hirsh, it was unanimously

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

4. Marketing updates – Mr. Hirsh (see attached handouts for more detail on venues)
   a. PWCVB – Tom Riel/Kristen Adamo
   b. RICC – Becca Ponder
   c. AMP – Cheryl Cohen
   d. Vets – Mike Gravison/Dan Schwartz

Mr. Riel began by introducing Kendrick Quinones Pagan, an intern at PWCVB. There were 12 new bookings in August with 4,660 room nights. This is typical of the season. We closed 35,000 room nights for the quarter. Mr. Riel reviewed some of the August bookings and noted Pri-Med is returning in Oct. 2027. They are also excited about Association of Energy Engineers coming in June 2027. Mr. Riel continued by reviewing some new prospects. Our #1 association is related to secondary education associations. Hotel performance occupancy was down in August. $206.49 was the average room night in August. Ms. Bateman continued by reviewing the marketing & communication updates. Please see attached. Ms. Bateman noted that they started new types of advertising. One of these is AI ads that you interact with. Ms. Bateman provided a handout showing a sneak peek of some new features on the Website. One of the new features is a yellow personalization button where you can customize what you are interested in. Another addition to the meeting side will be a listing of all rooms and different set-ups available. There will be a link to a photo showing the setup. Ms. Bateman reviewed the social stats and LLM referrals. On the communications side she reviewed ongoing projects, media hosting, leisure and podcasts. Mr. Hirsh asked if we received stats on the Fan Zone. Ms. Bateman noted that we cannot capture international visitors because they don't have a zip-code. Ms. Adamo noted that she could pull something showing how many local people attended but not repeat people. Ms. Cohen also noted that it will not identify demographics or credit card tracking like the website.

Ms. Ponder began by reviewing signed, contracted business. Athletic Champs Grand Nationals will not be here after 2029 because of JLC Live expansion. Miles Chamley-Watson Cup Fencing 2027 and 2028 is a new type of event for us. Performance Food Show used to be a Gillett but will be here in March of 2027. Ms. Ponder reviewed signed contracts that we are waiting for deposits on. There are a total of 13 contracts pending deposits. NERSC Conference just signed a contract for 2028. The September calendar was busy with 3 large, long length stay conferences. AASLH/NPCH Annual meeting had anticipated 900 attendees but grew to 1,600. It was a challenge to accommodate everyone. ERAPPA Annual Conference anticipated 400 people but was only 200. AAMVA International Conference (Motor Vehicles) catering came in at $438,219.68, far beyond minimum. October is a busy month with 3 major conferences along with local meetings, gala's, tradeshows and the first sporting event of the season.

Ms. Cohen noted that athletics has turned PC Late Night Madness over to the special events department at PC. This is a whole new group and will be a little challenging. PC handles ticket sales for the event. Journey has sold over 5,000 tickets and should be close to a sellout. Dave Matthews Band is almost sold out. Disney On Ice will have a show on Christmas Eve. Ms. Cohen reviewed potential bookings in process. 2027 is looking like a popular year. Los Tigres Del Norte 2026 did not have many attendees, but they did eat and drink. Revenue generated was a total of $127,660.48. $105,034.00 was in beer and liquor sales and $14,292.50 in food sales. The event delivered a strong per cap performance of $33.74. Most tickets sold at the last minute which is common for Latin shows. The largest number of attendees came from Providence and Pawtucket. Hot Wheels Monster Trucks attendance was down but revenue was up $12,551 compared to 2024.

Mr. Gravison reviewed The Vets recap for 2025-2026. There were 107 performances with a total attendance of 107,907. There were many high caliper names in concerts and comedy including John Legend, Gladys Knight, David Byrne, ZZ Top, Indigo Girls and Melissa Etheridge. We did 2 events with the philharmonic as well as their regular events totaling 25 performances. The Nutcracker did 13 performances last year and will be back this year. Lil Rhody Laugh Riot had a great 2nd year with 42 events, over 60 comedians and engaged 25 local businesses across all shows. Looking forward to the 3rd year. There were some lower lobby bar updates which will enhance overall experiences by handling a higher volume of guests more efficiently. There are some returning favorites for the upcoming 2026-2027 season as well as some new events. There will be more shows listed soon.

5. Other or New Business - None

6. Adjournment

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

VOTED: to adjourn the meeting at 1:10 PM