

Capital Center

Marketing Committee Meeting 8/18/14; 1:30

AGENDA NOTES

- 1) Approval of June 26 minutes – no quorum
- 2) Overall update of project – D. Stewart
- 3) Working towards an operator agreement with SMG and what that means to the Capital Center marketing effort:
 - Albany Alliance Agreement – ACCVB will sign on to the Alliance Agreement (see attachment sent)
 - In addition, SMG has a National Convention Sales Target Organizations listing (see attachment sent). Michele gave an overview and will provide costs to participate. She feels Experient, CESSE and other market activities are very important components of the program for Albany.
 - Cooperative Booking policy – meeting took place at the ACCA office with staff from TUC, ACCVB, ESPCC, The Egg and SMG. It was very productive and next step tasks assigned (see attached for agenda items discussed). SMG offered the partner facilities access to their various booking meetings and other website resources at no cost.
- 4) Other projects:
 - Website update
 - Need to link all facilities; ACCVB software platform may be able to accommodate each facility's needs for an event calendar.
 - A dedicated website needs to be developed.
 - ACCA website will eventually need to be revamped and may become an authority centric site with links elsewhere.
 - Michele provided a listing of all the URL's the ACCVB secured regarding the ACCA and the Capital Center (see attachment sent).
 - Branding
 - Need to develop a common branding/logo/icon for the complex that denotes all the partner facilities involved. ACCA to provide recommendations for allocating costs.
 - SMG needs to actively pursue naming rights.
 - Other marketing efforts - TBD