

**ALBANY CONVENTION CENTER AUTHORITY
MARKETING MEETING MINUTES
ACCA OFFICE
March 14, 2014**

ATTENDEES

Members: Michele Vennard, Steve Lerner, Brad Rosenstein; absent - Megan Daly
Others: Carrie Hillenbrandt, Al Sorrentino, Duncan Stewart

CALL TO ORDER AND ROLL CALL

Meeting was called to order at 1:30

PUBLIC COMMENT PERIOD

No public comments

AGENDA

1. Approval of the February 21, 2014 committee meeting minutes:

A motion was made by Mr. Rosenstein, seconded by Mr. Lerner to adopt the minutes of February 21, 2014; unanimously adopted.

- 2. Marriott Renaissance Plans & the Two Facilities' Mutual Benefits for Success**

Ms. Vennard introduced Carrie Hillenbrandt of BBL Hospitality who proceeded to show a PowerPoint presentation of the plans for the conversion of the Dewitt Clinton Hotel to a Marriott Renaissance Hotel and in depth follow-up discussion including:

- Description of the Renaissance Brand and why selected
- Features of the hotel; floor plans
- BBL Hospitality expectations for performance
- The numerous cooperative marketing opportunities available for implementation

- 3. Operator RFP Update**

- Original operator RFP revised for the Albany Capital Center to include OGS & ACCA as the lead agencies
- Counsel & Ms. Vennard have reviewed the draft and offered comments for inclusion
- Revised draft forwarded to Brailsford & Dulavey for review; meeting scheduled for Tuesday, March 18 to discuss scope & cost proposal for services
- The B&D previous management analysis to be e-mailed to committee members

- 4. Other Business** – establish budget for marketing activities at next meeting

- 5. Adjourn:**

A motion to adjourn was made by Mr. Lerner, seconded by Mr. Rosenstein; unanimously adopted.

**Next Meeting Date & Time
Friday, April 18, 1:30 pm, ACCA Office**