

**ALBANY CONVENTION CENTER AUTHORITY  
MARKETING MEETING MINUTES  
ACCA OFFICE  
February 5, 2014**

**ATTENDEES**

Members: Michele Vennard, Steve Lerner, Brad Rosenstein, Megan Daly  
Others: 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. **Clearly develop committee mission and vision:** a mission statement was discussed and agreed upon. "To develop a marketing strategy that ensures the Albany Capital Center's success and promotes a service/hospitality culture for the convention center district."

The committee envisions a marketing approach based upon three elements –

- Develop a program of public relations that will keep this region informed of progress and news; then once construction begins also informs potential users of news of the facility.
  - Develop a robust marketing program using traditional and creative media outlets to promote and build business for the Capital Center. This should include regular updates and links to the ACCA website; production of short videos on various aspects of the Albany Capital Center to be sent/presented to meeting planners; increased presence at targeted trade shows and other business building events.
  - Develop an initiative and program that enhances service/hospitality awareness and builds a hospitality culture with those businesses that will benefit from the Capital Center.
2. **Establish a general timeline for marketing activity:** Meet with professional sales and marketing staff (ACCVB) who will present opportunities for marketing the Center and provide information to the committee on buying cycles. From this information develop a realistic budget for the remainder of 2014 through 2016.
  3. **Committee Recommendation: As a marketing plan is developed the committee recognizes that the Request for Proposal for the management of the Capital Center, Times Union Center and Empire State Plaza be of the highest priority. The resources and experience of a management team will provide a complete and comprehensive resource for future success.**
  4. **Plan a meeting with sales and marketing staffs:** proposed for upcoming meetings will include a representative from BBL Hospitality for hotel related activity as well ACCVB sales and marketing staff.

**Other Business** – No other business

**Adjourn** – the meeting was adjourned at approximately 2:45

**Next Meeting Date & Time  
Friday, February 21, 2014 at 1:30pm  
ACCA Office**