

**ALBANY CONVENTION CENTER AUTHORITY
DRAFT MARKETING MEETING MINUTES
ACCA OFFICE
October 28, 2014**

ATTENDEES

Members: Michele Vennard, Steve Lerner, Brad Rosenstein; Absent - Megan Daly
Others: Al Sorrentino, Duncan Stewart, Schuyler Bull

CALL TO ORDER AND ROLL CALL

Meeting was called to order at 1:42

PUBLIC COMMENT PERIOD

No public comments

AGENDA

Approval of the September 18, 2014 committee meeting minutes:

A motion was made by Mr. Rosenstein, seconded by Mr. Lerner to adopt the minutes of September 19, 2014; unanimously adopted.

1) What's been accomplished in 2014

- Destination video – shared cost with the authority
- Website and collateral pre-development (contracted with Spiral design) – review of website architecture, subject to change, was handed out to the committee.
- Earned media results sheet was handed out for review
- Advertising placements were reviewed

2) Planning for 2015 – Ms. Vennard began by noting the overlap of some activities between the ACCVB and SMG proposed budget in the area of advertising in the amount of \$36,000 some of which is in the ACCVB budget. After discussing what could be reduced in the ACCVB budget for national advertising, the committee agreed that the money should be left in to ensure a vigorous marketing effort by both. A further discussion ensued that we should also leave an additional amount in the ACCVB for any contingencies that come up resulting in a +/- \$100,000 ACCVB budget vs, the \$74,812 presented. Ms. Vennard then articulated the areas that could be enhanced using that money. Other items reviewed were

- Second video in progress
- Advertising (print and on line)
- Developing the “complex” identity – naming/ creative/ booking policies – planned full page marketing piece in the Albany Visitor Guide and attendance at a power breakfast hosted by the Business Review
- Sales efforts ACCVB / SMG

3) Other Business – no other business

4) Adjourn

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