

**ALBANY CONVENTION CENTER AUTHORITY
DRAFT MARKETING MEETING MINUTES
ACCA OFFICE
April 18, 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 1:40

PUBLIC COMMENT PERIOD

No public comments

AGENDA

1. Approval of the March 14, 2014 committee meeting minutes:

A motion was made by Mr. Rosenstein, seconded by Mr. Lerner to adopt the minutes of March 14, 2014; unanimously adopted.

2. **Albany Capital Center Design Review**

Mr. Stewart reviewed the status of the project covering the various schemes that were considered to best encompass the HVS update study's programming recommendations.

3. **Marketing Budget Needs 2014-2015**

Ms. Vennard distributed handouts of interest on industry trends with emphasis on the need to market the Capital Region as a destination, one component of which will be the Albany Capital Center. She provided a breakdown for expenditures incurred to date by the ACCVB for publications such as Successful Meetings; there were PR, graphic design, and other collateral expenditures. She then reviewed a detailed recommendation for a budget for the remainder of 2014 that in addition to categories mentioned above includes a destination video with WNYT, hosted luncheons/events for potential clients, and branding of the complex. \$60,000 was approved with the adoption of the 2014 ACCA budget. **The committee strongly recommends:**

- **Reimbursement of appropriate expenditures by the ACCVB to date.**
- **Informing the full board about the action plan for marketing for the remainder of the year based on the approved budget.**
- **highlighting marketing needs that could be fulfilled when the operator comes under contract.**
- **A 2015 Ramp-up Marketing line item in the 2015 ACCA budget in an amount appropriate to the activity that will need to take place.**

4. **Operator RFP**

The RFP came up in conjunction with the Albany Capital Center design review. The key points are that the ACCA is still waiting for the final comments from OGS and the go ahead for its issuance.

The committee was pleased to hear during the Construction Committee update that CHA has obtained some necessary design information from SMG. However, as acknowledged by the committee before, it is imperative an operator is selected soon in order to formally participate in the design phase as well as with the Marketing Committee for coordination of promotional efforts.

5. **Other Business** – no other business

6. **Adjourn:**

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

Next meeting ate & time to be determined