

ALBANY CONVENTION CENTER AUTHORITY
DRAFT MARKETING MEETING MINUTES
ACCA OFFICE
June 26, 2014

ATTENDEES

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

CALL TO ORDER AND ROLL CALL

Meeting was called to order at 2:30

PUBLIC COMMENT PERIOD

No public comments

AGENDA

1. Approval of the May 15, 2014 committee meeting minutes:

A motion was made by Ms. Daly, seconded by Mr. Lerner to adopt the minutes of May 15, 2014; unanimously adopted.

2. **General marketing overview and Albany You Tube Video**

Ms. Vennard advised the committee on the latest marketing efforts by the ACCVB:

- Pursuant to the MOU, the ACCVB attended two trade shows and in addition did some supplementary advertising and online e-mail blast. Also there was BBL Hospitality Services to promote the future Marriott Renaissance.
- As the Capital Center design progresses, the collateral material will be updated.
- The project will be featured in the Business Review's "Transformational Project's special supplement in September with an editorial as well.
- Would like the committee's support on issuing an RFP for website development for the center
- Two videos are being produced, one of which is focused on the Capital Center, and the other on Albany as a destination. The You Tube video had been previously sent as an attachment and all were impressed

3. **Capital Center Design Review**

Peter Conway gave an in depth review of the latest schematic designs as we enter the design development phase and fielded questions

Key components discussed were:

- Project schedule
- Foundation design
- Next construction documents
- Adherence to the market study recommendations
- Sustainable Design priorities
- Value engineering efforts
- Adherence to the budget
- Parking levels capacity and circulation

Shawn Hamlin of Hamlin designs then gave a presentation on the proposed renovations to the walkway, the new connections to the Capital Center and Marriott Renaissance and answered questions.

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

5. **Adjourn** – the meeting was adjourned at 2:40

Next meeting date & time to be determined