

**ALBANY CONVENTION CENTER AUTHORITY
DRAFT MARKETING MEETING MINUTES
ACCA OFFICE
September 18, 2014**

ATTENDEES

Members: Michele Vennard, Steve Lerner, Megan Daly, Brad Rosenstein
Others: Al Sorrentino, Duncan Stewart

CALL TO ORDER AND ROLL CALL

Meeting was called to order at 1:35

PUBLIC COMMENT PERIOD

No public comments

AGENDA

Approval of the August 18, 2014 committee meeting minutes:

A motion was made by Mr. Rosenstein, seconded by Mr. Lerner to adopt the minutes of August 18, 2014; unanimously adopted.

1. Update on Cooperative Booking Policy and its Effect on Marketing

- a. Two meetings held with the TUC, the ESPCC, the Egg, ACCA and SMG to discuss standardizing the policies and procedures for the sake of the customer. A discussion followed on how best to utilize the various facilities' spaces to attract the largest and broadest types of events possible.
- b. Once established, other partners such as the Marriott Renaissance and the Hilton will be able to participate in the overall marketing of the "complex's" facilities

2. Update on Operations Contract and its Effect on Marketing

- a. Duncan gave an update on the status of the SMG contract as it pertains to the state's bond counsel's concerns on the fee structure in terms of IRS regulations. Also, discussed was the level of financial contribution we can expect
- b. Once the agreement is executed, it will allow the ACCVB to participate in SMG's Alliance Program that will give greater exposure to potential customers for the Capital Center including the Experian event. Also, a plan will be developed to maximize both SMG's and the ACCVB's marketing efforts

3. Completing 2014 Program

- a. Launch of Video – will really help the efforts, and is more than just the video, but a program (see attached). The destination video produced by WNYT was presented for comment. Also, a time lapse video done by Columbia Development on the excavation and demolition was shown by Duncan.
- b. Review of Program – the dollars spent to date are for participation in the Business Review's special publication on Transformational Projects, Small Market Meetings, Press Releases, securing the URL's for 2015, and the video production mentioned above.

4. Progress towards updating website and Collateral Material

- a. Awaiting a proposal for a simple updated website that will link to the partners, the TUC, ESPCC, the Egg and the ACCVB containing about 4-5 pages. Also, proposal for other collateral is forthcoming like the Hartford piece that gives a good depiction of the connectivity of the various individual facilities that make up their complex. There is still money left in the budget that will be used before the end of the year. All proposals will be shared with the committee for review before the next meeting.

5. Planning for 2015 budget needs – difficult to do until we better understand SMG's pre-opening budget and how to best utilize the combined dollars. Also, the marketing titles in the ACCA budget should be changed to better reflect the current effort

6. Other Business – next meeting date and time to be determined.

7. Adjourn

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