



ALBANY  
CONVENTION  
CENTER  
AUTHORITY

**Albany Capital Center  
Economic Impact Committee  
Tuesday, 4-23-25 9:00 AM  
Capital Room, Albany Capital Center**

**The audio of the meeting will also be live streamed using this link:**

[https://www.youtube.com/watch?v=qo\\_AspQMZWg](https://www.youtube.com/watch?v=qo_AspQMZWg)

**Meeting Minutes**

Call meeting to order 9:02 am

Present:

Michele Venard, Chair	Jahkeen Hoke, Vice Chair
Steven C. Lerner, Treasurer	Sarah Reginelli, Secretary
John McDonald, III	Michael McLaughlin (arrived 9:07am)
Dominic Purnomo	Michael Hoffman
Shannon Licygiewicz, GM ASM	Debby Goedeke, Discover Albany
Matt Potolski, Baker PR	Brianna Leach, Baker PR
Monica Kurzejeski, Exec Director	Robert J. Ryan, Esq.

Absent:

Joseph Bonilla

1. Review Minutes from EI Committee Meeting of: 1-27-2025
  - a. Motion – Mr. McDonald
  - b. 2<sup>nd</sup> – Mr. Purnomo
  - c. Motion carried unanimously
2. Q-1 2025 EI Report: By Discover Albany Staff – Ms. Goedeke
  - a. Strong 1<sup>st</sup> quarter based on successful repeat clients

- b. Highlights – NYS CSS, Craft Brewers growing year to year, NYS BPRLC, NYC EDC consistency in clients is notable
- c. Review 1<sup>st</sup> quarter performance slide
- d. EI Comparison – strength in repeat business – convention variant is client based.
- e. Opening to date – review EI numbers
- f. Occupancy report – March declines were expected since NCAA was in Albany last year. Looking ahead to a strong August. August 2024 – over 4000 HRN's from Gilded Age. We'll see if BAR exam and CrossFit will fill that void.
- g. Downtown ALB review – occupancy decline in downtown hotels are concerning. Government travel changes, CA travel, meetings were down in the 1<sup>st</sup> quarter. ADR – hotels are holding their own. Jill has contacted DI about creating a capital cities DMO group to have conversations with others across the nation about how to address government fluctuations.
- h. Lost business – lots of sports and conference facilities. Sports need incentives to locate events to destinations. Ms. Licygiewicz – they are also asking for marketing support. Clients want the destination to hold and market events. Cross Fit is the exception. They have a team. Discussion about mechanics of CrossFit. Mr. McDonald – Albany spaces too small? Hotels or facilities – Ms. Licygiewicz responded with an example for lost business – bid came in – needed 20 breakout rooms, feed 700; client wanted to be under one roof. We could have done it with multiple facilities, but the client said no. Ms. Licygiewicz clarified some of the responses. Some bids are too big. Some due to date conflicts. This is Albany lost business not just ACC. List reflects a vetting process and maybe we can clear that up for the next reporting. We cannot be competitive without our hotel partners. Ms. Goedeke – sometimes it is hard to get a response from the hotels. Hoteliers sometimes are tunneled into what their needs are rather than the bigger destination picture.

3. Albany Capital Center Operations, Marketing, & Sales Report: ASM Staff

- a. Ms. Licygiewicz presents her report
- b. Sales highlights – additional 32 events since last report
- c. Booking pace has slowed down a little but still strong.

- d. Variety of events
- e. Stuck around 145 – moving forward best they can.
- f. New business – 41 events.
- g. Reviewed canceled event – federal funding – 2 events.
- h. We should be in good shape to not see too many more. We are going to be careful – healthcare has been what has been dropping off. Holiday party canceled - not THE holiday party – but one that is heavily funded by COVID funding.
- i. 76% of our goals. – might be shy of 190 goal. Still working to get there. Projected similar numbers as last year.
- j. 2026 projections – additional 22 events since last quarter.
- k. Good variety of events.
- l. Leads are not slowing down, but bookings are slowing down – taking a longer time to contract. For future events.
- m. 1 2026 event has been cancelled for 2026 due to federal funding cuts.
- n. ASM leads review – 55% conversion rate. Review of 2026 booked months
- o. Attendance trends. – interesting data point. March did exceedingly well with attendance and revenue.
- p. Public Relations review – media coverage was phenomenal for 1<sup>st</sup> quarter. Building Award for 2025. Mighty but strong. 2024 Best managed convention centers.
- q. Q2 sneak peak.

4. Other business.

- a. none

5. Adjourn. 9:39 am

- a. Motion Ms. Reginellii
- b. Second Mr. Purnomo
- c. Motion carried unanimously