

**Tourism Council
Virtual Teams Meeting
Thursday, September 1, 2022
11:15 am
TEAMS**

Present: Peter Armstrong, Karen Bachofner, Stephen Coan, Elizabeth Craig, Becky Critchley, Gregg Dancho, Don Devivo, Irene Dixon, Scott Dolch, Matt Fleury, Ginny Kozlowski, Robert Kret, Larry McHugh, Michael Price, Robin Rifkin, Thomas Sheridan, Dexter Singleton, and Stephen Tagliatela

Absent: Amanda Arling, Rebekah Beaulieu, Charles Bunnell, Becky Critchley, Jason Guyot, Jeff Hamilton, Scott Laurence, Carol Lugar and Tina Tison

Staff: Kyle Abercrombie, Rob Damroth, Jennifer Haag, Maribel La Luz and Al Strong

Other: Carlo Leone, DOT; Michael Lambert, DEEP

Guest: Jill Knight & Felicia Lindau, Adams & Knight; Sue Henrique & Bob Murdock, CTCSB; Andrew Brown, CT Mirror

I. Call to Order – Interim Chair Steve Coan

Steve called the meeting to order at 2:04pm. A role call was read and all guests were announced.

II. Approval of April 12, 2022 Minutes – Steve Coan, Interim Chair

On a motion by Matt Fleury and seconded by Gregg Dancho the Tourism Council approved the April 12, 2022 meeting minutes as circulated. (Y-18, N-0)

III. Current Tourism Statistics – Noelle Stevenson

- Noelle presented Tourism growth at a glance in CT
- CT is the number 1 state for overnight stays per Smith Travel Research

IV. Priorities and Progress – Noelle Stevenson

- Tourism has an approved FY23 strategic plan and is working on a FY24 strategic plan
- Tourism is working on building a team
- The Tourism Brand guidelines are being finalized
- A new quarterly newsletter (The Scoop" will be going out to industry and partners

V. Summer 2022 Advertising/Media Buy – Felicia Lindau & Jill Adams, Adams & Knight

- “Find your Vibe” CTVisit.com
- 3.4 million spent on advertising
- Focus on expanding drive markets

- In flights back of plane chairs
- Targeting specific audiences
- Playful summer spots
- OOH placements/installations at Columbus Circle

A lengthy discussion on the marketing initiatives and areas of focus followed with the Council

VI. FY23 Media Buy Plan- Felicia Lindau, Adams & Knight

- Budget of 4.75 million
- Continue reaching expanded markets
- Continue “Find your Vibe” campaign
- Keep & increase OOH/ high profile media placements
- Detailed Fall plan at next Council meeting

Q & A followed on the key sector overviews with the Council.

VII. Tourism PR and Hits – Michelle Bonner, Adams & Knight

- Michelle will distribute National hits on Friday to the Tourism Office
- Monthly recap highlights from Michelle will be shared with the Tourism Council

VII. Tourism Budget FY24 – Noelle Stevenson

- The FY24 tourism budget request is being put together and will be share at the next Council meeting.

VIII. Adjournment

A motion was made and so moved to adjourn the meeting. The next meeting of the Tourism Council is to be determined.

Respectfully submitted,
 Jennifer Haag, Administrative Assistant
 Connecticut Office of Tourism, DECD