

**Tourism Council
Virtual Teams Meeting
Tuesday, October 5, 2021
10:00am**

Present: Amanda Arling, Stephen Coan, Elizabeth Craig, Becky Critchley, Gregg Dancho, Don Devivo, Irene Dixon, Matt Fleury, Ginny Kozlowski, Robert Kret, Carol Lugar, Larry McHugh, Michael Price, Robin Rifkin, Thomas Sheridan and Tina Tison

Absent: Peter Armstrong, Karen Bachofner, Rebekah Beaulieu, Charles Bunnell, Scott Dolch, Jason Guyot, Jeff Hamilton, Scott Laurence, Dexter Singleton and Stephen Tagliatela

Staff: Interim Director Christine Castonguay, Rob Damroth, Jennifer Haag, Jean Hebert, Commissioner David Lehman, Director of External Affairs Maribel La Luz and Ellen Wolfe

Other: Carlo Leone, DOT; Mason Trumbull, DEEP

I. Call to Order – Interim Chair Steve Coan

Interim Chair Steve Coan called the meeting to order at 10:03 a.m.

II. Approval of May 25, 2021 Minutes – Steve Coan, Interim Chair

On a motion by Gregg Dancho and seconded by Elizabeth Craig the Tourism Council approved the May 25, 2021 meeting minutes as circulated. (Y-15, N-0)

David Lehman shared that a new Tourism Director had been offered the job and accepted it. He hopes to make an announcement in the next week or two.

III. Statewide Marketing Plan- David Lehman, Maribel La Luz and Christine Castonguay

- The statewide marketing plan slides were shared with the Council

A lengthy question and answer session followed.

IV. Tourism Summer Recap and Fall Campaign – Christine Castonguay

- Christine Castonguay gave a presentation on the “Say Yes” summer campaign along with the fall marketing campaign

A discussion followed.

V. Summary

- Drill in deeper with the budget
- New Tourism Director introductions
- Re-engage the Council

VI. 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