

**Tourism Council
Virtual Teams Meeting
Tuesday, November 23, 2021
10:00am
TEAMS**

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

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

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

Other: Carlo Leone, DOT; Mason Trumbull, DEEP

Guest: Jill Adams & Felicia Lindau, Adams & Knight; Sue Henrique & Bob Murdock, CTC SB

I. Call to Order – Interim Chair Steve Coan

Interim Chair Steve Coan called the meeting to order at 10:07 a.m.

II. Approval of November 23, 2021 Minutes – Steve Coan, Interim Chair

On a motion by Matt Fleury and seconded by Gregg Dancho the Tourism Council approved the November 23, 2021 meeting minutes as circulated. (Y-16, N-0)

III. Introduction of Noelle Stevenson, Director of Tourism, Commissioner Lehman

- Commissioner Lehman gave a brief introduction of Noelle to the Council.

IV. CTC SB & International/ Domestic Sales – Bob Murdock & Sue Henrique, CTC SB

- Bob presented slides to the Council on the work of CTC SB
- The message being Connecticut is a safe place and open for business
- Sue presented on Group Tour Market and International Sales
- Sue would like to branch out to larger shows at home and abroad

A brief discussion followed.

V. Winter Campaign – Christine Castonguay

- Christine presented the tourism marketing campaign for the winter
- New and exciting video to follow

VI. Summary

- COT is working on revamping CTVisit.com
- Continue conversation on international marketing
- Have strategic plan in place by mid-January for council to approve

VII. 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