



# CONVENTION & SPORTS BUREAU

Connecticut Convention & Sports Bureau  
Sports Advisory Board Meeting  
Tuesday, October 29, 2019 at 9:30am  
CTCSB Offices, 101 Centerpoint Drive, Suite 217, Middletown CT 06457

Presiding: Pat Meiser, Chair

## CALL-IN / PRESENT

Beau Doherty, Special Olympics of Connecticut; Jack Ellovich, Hartford Stadium Authority; Allen Gibson, Fairfield University; Susan Henrique, Connecticut Convention and Sports Bureau; Pat Meiser, Meiser Sports Consulting; Kevin McGinniss, Southern Connecticut State University; Bob Murdock, Connecticut Convention & Sports Bureau; Larry Perosino, Connecticut Boxing Commission; Maura Provencher, Connecticut Conference of Independent Colleges; James Schilkowski, Trinity College

Ms. Meiser called the meeting to order at 9:35am.

## **Sports Fundraiser:**

Ms. Meiser continued the discussion on the value of creating an event that could bring together the best in Connecticut sports. There is currently no place where all of the State can come together to honor and promote Connecticut's rich sports heritage and its people. There is also a need to help generate funding for the Connecticut Convention and Sports Bureau to help them to bring new sports events and grow existing events in the State.

Ms. Meiser led a discussion on the creation of Connecticut Sports Hall of Fame event as it has a broad reach and could bring a wide variety of people together. There is no current Connecticut Sports Hall of Fame so this would serve a role for the State. The Hall could be a physical space or a "virtual hall" living on the internet. Factors which could be significant in the event's success include a high-profile guest speaker, an auxiliary educational program to draw a specific sector, a convenient easy access location and a format which has broad general appeal especially to the public and also corporate sponsors. The group needs to further explore why people would attend the event and how to appeal to potential sponsors.

After a discussion on the challenges of creating a Sports Hall of Fame, the consensus was to initially simplify the event to get started. Once there was momentum, the event could be changed. The initial event would be a reception that brings together a wide variety of groups that have an interest in Connecticut sports. This could include colleges, leagues, media, sports lawyers / agents, sports marketing companies, etc. Each of these groups would be given the opportunity to honor one person based on criteria which they created and was approved by the CTCSB Organizing Committee.

With the goal to promote networking, the event would be a reception instead of a plated dinner. The event would feature a keynote speaker. There could be educational sessions on

operations, sports law, sponsorship or other pertinent topics about an hour before the reception. The event would tentatively be held in late May or early June annually.

The CTC SB intern will start creating a list of key Connecticut sports organizations with key contacts.

We are looking to create a small group of volunteers to further explore the event.

Adjournment:

Ms. Meiser adjourned the meeting at 10:40am.