

CENTRAL REGIONAL TOURISM DISTRICT BOARD MEETING

February 23, 2021

The Board Meeting of the CRTD was held via Zoom.

The following were in attendance: Len Baginski, Bob Bell, Johanna Bond, Patrice Carson, Jennifer Cassidy, Sheri Cote, Gerry Daley, Tom Danyliw, Don DeVivo, Brenda Falusi, Joseph Feest, Randy Fiveash, Jacqueline Hubbard, Dennis Hubbs, Kenneth Gribbon, Victoria Kolyvas, Shubert Koong, Ginny Kozlowski, Sierra Lopez, Irene Makiaris, Barbara Malmberg, Deb Mathiasen, Paul Mayer, Charlie Myers, Rose Ponte, Robyn Rifkin, Donna Staples, Kate Wall, Hon. Kevin Washington, and Meri Wick.

Chairman Don DeVivo opened the meeting at 5:01 p.m. and the following business was conducted: Don welcomed and thanked everyone for their attendance and gave updates on the State along with Randy Fiveash. Randy then informed the board that he appreciates what the CRTD has done for all of the Central Connecticut towns to promote attractions especially during these difficult times. Randy then told the committee that he hopes everyone is getting the research through Traveler Cinema which sends out recovery tips for attractions across the state.

LEGISLATIVE UPDATE:

Marketing Chairman, Paul Mayer gave the Legislative report and happily stated that CRTD is in the Governor's budget for the next two years. The Governor's budget includes a total of \$12.9 million in support of the Tourism funds to maintain all of the line items the district and the State Office of Tourism have made, which is a big win for everyone in the Tourism industry. He then discussed other Bills that are attempting to pass that he feels may or may not affect the tourism industry. Paul then urge all of the CRTD Representatives to reach out to all of their legislators to inform them of the great work that they are doing.

MARKETING & PUBLIC RELATIONS REPORT:

Paul Mayer opened the Marketing & Public Relations Report and stated that the CRTD is always very conscious of the State's marketing plan to complement each other. He then showed all of the Marketing collateral that the CRTD has made to compliment the state and to help our struggling tourism industries. Paul then explained that CTM helps distribute CRTD brochures and is excited to announce that the CRTD was awarded their matching grant program for this spring. He then told the board that the top two brochures that are flying off the shelves are the Brewery Trail Brochure and the Taco Trail Brochure.

He then updated everyone on the CRTD marketing activity, stating that all of the brochures are being updated and they are also working on releasing the following brochures: Outdoor Adventure Brochure, Garden Tour Brochure, Halloween Scare Adventures Brochure, and

Cultural Heritage Brochure. He then mentioned that the CRTD is also working on a podcast called “Everytown Has a Story” that will also be turned into a video magazine to be shared through social media and the state’s website. Before closing the Marketing & Public Relations report, Paul discussed the 2021 CRTD’s Highlights for the upcoming year.

EXECUTIVE DIRECTOR'S REPORT:

Executive Director, Johanna Bond opened her Executive report by thanking the state for their great relationship they have with the CRTD. She then thanked Tourism Coordinator, Sierra Lopez for doing an outstanding job marketing Central Connecticut through CRTD’s social media platforms and communicating with all of the CRTD Representatives. She also mentioned that the CRTD has been marketing everything they can to help #SupportCTBusinesses. Johanna also thanked the Marketing Committee for thinking outside the box to help market Central Connecticut attractions. She then mentioned that the CRTD is looking forward to doing a Tourism Summit in April with Steven Paganelli from TripAdvisor who is the head of Destination Marketing of America. Johanna then explained that the real estate market is booming in Connecticut and is planning on doing a FAM tour with out-of-state residents to help them explore what Connecticut has to offer in partnership with DATTCO, Inc. Johanna Bond then closed her Executive Director’s Report by broadcast the first Everytown Has a Story video featuring Powder Ridge Mountain Park and Resort in Middlefield, CT.

FINANCIAL REPORT:

Treasure, Bob Bell gave the Financial Report. Please see attached copy of report.

REX DEVELOPMENT REPORT:

Ginny Koslowski gave a brief REX Development Report and stated that she just had a meeting with DECD Commissioner David Lehman and a Representative of the Department of Health about travel advisories, graduations, and events within Central Connecticut that are generating much interest.

NEW BUSINESS:

Don DeVivo then asked the board members if they had any questions or new ideas they would like to discuss. Johanna Bond then invited all of the CRTD Representatives to get involved with any CRTD’s sub-committees.

Chairman, Don DeVivo adjourned the meeting at 5:55 p.m.