

CENTRAL REGIONAL TOURISM DISTRICT ANNUAL MEETING 2020

July 21, 2020

The Board Meeting of the CRTD was held via Zoom.

The following were in attendance: Len Baginski, Elizabeth Baron, Charles Baumgartner, Bob Bell, Samantha Bellisio, Johanna Bond, Rosemary Bove, Patrice Carson, Jennifer Cassidy, Tom Danyliw, Don DeVivo, Gayle Demko, Brenda Falusi, Joe Feest, Randy Fiveash, Christine Goupil, Samantha Gorski, Cal Hauburger, Robert Hosley, Victoria Kolyvas, Shubert Koong, Ginny Kozlowski, Sheree Landerman-Jablonowski, Sierra Lopez, Irene Makiaris, Barbara Malmberg, Lynn Mann, Deb Mathiasen, Paul Mayer, Charlie Myers, Dee Prior-Nesti, Dan Nocera, Joan Paul, Beth Pruchnic, Robyn Rifkin, Ellen Rose, Annemarie Sliby, Erin Sniffen, Amber Wakley, Kathryn Wall, Sarah Washburn, Sally Whipple, Meri Wick, and Chelsea Yochimowitz.

Chairman Don DeVivo opened the meeting at 12:00 p.m. and the following business was conducted: Ginny Kozlowski, Executive Director of New Haven kicked-off the meeting virtually at the Rose Vineyards in North Haven. Owner of the Rose Vineyard, Ellen Rose and Event Manager, Lynn Mann gave updates on their Central Connecticut wine vineyard attraction. They explained what the vineyard has to offer and how they are getting through COVID-19. Don then welcomed and thanked everyone for attending and took CRTD Representatives on a virtual tour that featured what CRTD has done throughout the past year to market Central Connecticut, as well as highlighted the following attractions: Lyman Orchards, Dinosaur State Park, Old Drake Hill Flower Bridge, Webb Deane Stevens Museum, Westbrook Inn Bed & Breakfast, Spoke + Spy Ciderworks, New England Air Museum, and Sayulita.

CRTD Annual Meeting Video: <https://www.facebook.com/watch/?v=1062320860831121>

MARKETING REPORT:

In the video, Marketing Chair, Paul Mayer gives his Marketing Report from Dinosaur State Park. He explained how it's been a challenging year for the district with lots of pivots in Marketing strategies due to COVID-19. He then mentions how the district has played a meaningful part in Marketing Central Connecticut in many different ways such as making many brochures and coming up with a digital campaign that generated over \$10,000,000 to the region.

Paul then explains how CRTD has partnered with the State in a co-op program called, "So Good to See You!" this is a TV commercial that will encourage residents and visitors to go out and see what Connecticut has to offer.

He also mentioned that the district's NCM Movie Theatre Campaign is scheduled to air in March 2021 and will run throughout the Summer. It's a 15 second commercial that will air in 15 Movie Theatres across New England.

Paul then showcases a photo library that the district continues to grow and collateral material that has been distributed, such as 6 Brochures and a bookmark that highlights on what Central Connecticut has to offer.

(See attached CRTD Key Accomplishments Fiscal Year 2019-20 (May -June) for more details.)

BOARD CHAIR'S REPORT:

Chairman, Don DeVivo gave his Chair report and states that the CRTD had great momentum before everything shut down because of COVID-19. He explains that some of the district's previous plans were put on hold, such as the College Committee plans and Movie Theatre plans. He hopes that the district can get those plans back in action soon. He then gives a special thanks to the Paul Mayer, Johanna Bond, Sierra Lopez, Middlesex County Chamber of Commerce's staff, and the Connecticut Office of Tourism as he states they have been vital in accomplishing the district's goals.

EXECUTIVE DIRECTOR'S REPORT:

Executive Director, Johanna Bond gave her Executive report and introduced the Town of Essex in the video. Johanna gave many thanks to Paul Mayer and the Marketing Committee in their efforts in their steady-fast commitment during these difficult times. She explains before COVID-19 hit, the district had a very aggressive media campaign and participated in many events and tradeshows. She then states that throughout this difficult time, the district has continued to market Central Connecticut through a robust social media campaign and through "Every Town Has a Story", which gives readers a first-hand look at the charming character each town has to offer. She then assures the viewers that the CRTD will continue to evolve, develop and come up with new ways to promote the region. She then gives many thanks to Randy Fiveash, the Connecticut Office of Tourism team, Ginny Kozlowski, and CRTD's leader Don DeVivo.

Johanna then mentions all of the great upcoming promotional events for the future such as Virtual FAM Tours, Regional Podcast and Fall Destination Tours while still focusing on the safety of visitors. Lastly, she thanks everyone for their attendance and tells everyone that she has no doubt they will continue to flourish as they move towards the future.

FINANCIAL REPORT:

Treasurer, Bob Bell gave the Financial Report from the New England Air Museum. He states that the balance sheet currently has \$25,705.53 net income and told the board that the Marketing team has done a fantastic job with the current budget. He then informed the board that the Marketing expenses started with \$400,000 and spent \$362,692.87 in Marketing collateral so far. He then encouraged the board to visit the New England Air Museum after his report. (See attached Financial Report for more details.)

Chairman, Don DeVivo adjourned the meeting at 1:05 p.m.