



Tourism Council Meeting, September 1, 2022, 2:00 PM to 3:30 PM

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|---|--|
| Opening remarks   | Steve Coan – Tourism Council Chair<br>David Lehman – DECD Commissioner |
| 1. Current tourism statistics   | Noelle P. Stevenson – Director   |
| 2. Priorities and progress  | Noelle P. Stevenson  |
| a. Strategic plan   |  |
| b. New Tourism Brand Development  |  |
| c. New Creative Campaigns   |  |
| d. On the road with trade shows and new booths/promotional items        |  |
| e. Tourism catalogue  |  |
| f. CTVisit updates  |  |
| g. New quarterly newsletter   |  |
| h. Summer 2022 Advertising/Media Buy                                    | Felicia Landau/Jill Adams – A&K  |
| i. FY23 Media Buy Planning  | Felicia Landau   |
| j. Tourism PR hits and pitches  | Michelle Bonner A&K  |
| 3. Tourism Budget FY24  | Noelle P. Stevenson  |
| 4. Open for discussion  | Tourism Council  |
| 5. Microsoft Teams meeting  |  |
| 6. <b>Join on your computer or mobile app</b>                           |  |
| 7. <a href="#">Click here to join the meeting</a>                       |  |
| 8. Meeting ID: 215 013 129 860<br>Passcode: BjXpEJ                      |  |
| 9. <a href="#">Download Teams</a>   <a href="#">Join on the web</a>     |  |
| 10. <b>Or call in (audio only)</b>                                      |  |
| 11. <a href="#">+1 860-840-2075,,127483309#</a> United States, Hartford |  |
| 12. Phone Conference ID: 127 483 309#                                   |  |
| 13. <a href="#">Find a local number</a>   <a href="#">Reset PIN</a>     |  |
| 14. <a href="#">Learn More</a>   <a href="#">Meeting options</a>        |  |

