

Connecticut Tourism Council April 12, 2022 Meeting Agenda

Welcome/Roll Call/Approval of the Minutes	Steve Coan
Opening Remarks	David Lehman
Today's Agenda/Strategic Vision for COT	Jill Adams (on behalf of Noelle Stevenson)

11:35 – 11:45: Sales/Groups/Conventions/Sports

FY 23 Initiatives: National/International Sales	Sue Henrique
FY 23 Initiatives: Groups/Conventions/Sports	Bob Murdock
Q&A/Discussion of Sales/Groups Initiatives	All

11:45 – 12:20: Marketing Initiatives and Areas of Focus

FY 23 Initiatives: Advertising	Christine Castonguay
FY 23 Initiatives: PR & Events	Emily Pangakis
CTvisit Interim Website/New CTvisit.com	Felicia Lindau
Focus on Cultural Tourism	Michael Moran
Focus on LGBTQ+ Tourism	Patrick Dunn
Focus on Music Festivals	Jim Koplik
Q&A/Discussion of Marketing Initiatives/ Areas of Focus	All

12:20 – 12:35: Key Sectors Overview

Lodging Industry Overview	Ginny Kozlowski
Bradley Airport Overview	Kevin Dillon
Q&A/Discussion of Key Sector Overviews	All

12:35-12:45: Final Wrap Up

Any Additional Discussion/Questions About FY2023 Strategic Plan	All
Closing/Next Steps	Steve Coan