



Connecticut Office of Tourism

**Tourism Council Meeting
Tuesday, December 20, 2022 – 2 pm to 4 pm
TEAMS Call**

Agenda

- I. Opening Remarks: DECD Commissioners**
David Lehman, Alexandra Daum, Paul O. Robertson
- II. Council Chair:** Stephen Coan
- III. COT Director:** Noelle P. Stevenson
2022 YTD Tourism Recap
FY23 Paid Media Campaign
Winter spot
Media Targets
Media Tactic Highlights
FY23 PR hits September-December
Tourism On The Road
FY24/FY25 Tourism Annual budget discussion
- IV. Q & A Discussion**
- V. Adjournment**