

**Tourism Council  
Virtual Teams Meeting  
Tuesday, April 12, 2022  
11:15 am  
TEAMS**

**Present:** Amanda Arling, Peter Armstrong, Karen Bachofner, Charles Bunnell, Stephen Coan, Elizabeth Craig, Gregg Dancho, Don Devivo, Irene Dixon, Scott Dolch, Matt Fleury, Jason Guyot, Ginny Kozlowski, Robert Kret, Carol Lugar, Larry McHugh, Michael Price, Robin Rifkin, Thomas Sheridan, and Stephen Tagliatela

**Absent:** Rebekah Beaulieu, Becky Critchley, Jeff Hamilton, Scott Laurence, Dexter Singleton, and Tina Tison

**Staff:** Kyle Abercrombie, Rose Bove, Christine Castonguay, Rob Damroth, Jennifer Haag, Commissioner David Lehman, Maribel La Luz, Liz Shapiro and Ellen Wolfe

**Other:** Carlo Leone, DOT; Mason Trumbull, DEEP

**Guest:** Jill Adams & Felicia Lindau, Adams & Knight; Kevin Dillon, Bradley Airport; Patrick Dunn, New Haven Pride Center; Jim Koplik, Live Nation; Michael Moran, Palace Theatre; Sue Henrique & Bob Murdock, CTC SB

**I. Call to Order – Interim Chair Steve Coan**

Commissioner Lehman called the meeting to order at 11:17am with opening remarks. Chairman Steve Coan logged into the meeting at 11:21am.

**II. Approval of November 23, 2021 Minutes – Steve Coan, Interim Chair**

On a motion by Matt Fleury and seconded by Gregg Dancho the Tourism Council approved the November 23, 2021 meeting minutes as circulated. (Y-20, N-0)

**III. Strategic Vision for Connecticut – Jill Adams, Adams & Knight (on behalf of Director Noelle Stevenson)**

- Jill presented Noelle's Strategic Vision plan

**IV. Sales/Groups/Convention/Sports – Sue Henrique and Bob Murdock, CT Convention & Sports Bureau**

- Sue Henrique presented on the FY23 Initiatives: National/International Sales
- Bob Murdock presented on the FY23 Initiatives: Groups/Conventions/Sports

Q & A discussion of the Sales/ Group Initiatives followed with the Council.

## **V. Marketing Initiatives and Areas of Focus**

- Christine Castonguay presented FY23 Advertising Initiatives
- Emily Pangakis, Adams & Knight, presented FY23 PR and Event Initiatives
- Felicia Lindau, Adams & Knight, presented CTvisit interim Website/New CTvisit.com
- Michael Moran, Palace Theatre, focused on Cultural/Tourism Initiatives
- Patrick Dunn, New Haven Pride Center, focused on LGBTQ+/Tourism Initiatives
- Jim Koplik, Live Nation, focused on Music Festivals/Tourism

A lengthy discussion on the marketing initiatives and areas of focus followed with the Council

## **VI. Key Sectors Overviews**

- Ginny Kozlowski presented on the lodging industry sector
- Kevin Dillon presented an overview on Bradley International Airport

Q & A followed on the key sector overviews with the Council.

## **VII. Final wrap Up**

Steve wrapped up the discussion with the Council on the FY23 Strategic Plan and the Council voted unanimously to approve the plan.

## **VII. Adjournment**

A motion was made and so moved to adjourn the meeting. The next meeting of the Tourism Council is to be determined.

Respectfully submitted,  
Jennifer Haag, Administrative Assistant  
Connecticut Office of Tourism, DECD