Tourism Council Virtual Teams Meeting Tuesday, December 20, 2022 2:00pm

TEAMS

Present: Amanda Arling, Peter Armstrong, Karen Bachofner, Charles Bunnell, Stephen

Coan, Elizabeth Craig, Becky Critchley, Gregg Dancho, Don Devivo, Irene Dixon, Scott Dolch, Matt Fleury, Ginny Kozlowski, Carol Lugar, Robert Kret, Paul Mayer, Larry McHugh, Michael Price, Robin Rifkin, Thomas Sheridan,

Dexter Singleton and Stephen Tagliatela

Absent: Rebekah Beaulieu, Jason Guyot, Jeff Hamilton, Scott Laurence, and Tina Tison

Staff: Kyle Abercrombie, Rob Damroth, Alexandra Daum, Jennifer Haag, Maribel La

Luz, David Lehman, Paul Robertson, Noelle Stevenson and Al Strong

Other: Carlo Leone, DOT; Mason Trumble, DEEP

Guest: Michelle Bonner, Jill Knight & Felicia Lindau; Adams & Knight: Sue Henrique,

Tiai Lionettie, Gisele Musumano and Bob Murdock; Connecticut Conventions &

Sports Bureau (CTCSB)

I. Call to Order - Interim Chair Steve Coan

Steve called the meeting to order at 2:04pm. A role call was done and all guests were announced.

II. Approval of September 1, 2022 Minutes – Steve Coan, Interim Chair

On a motion by Michael Price and seconded by Elizabeth Craig the Tourism Council approved the September 1, 2022 meeting minutes as circulated. (Y-22, N-0)

III. Steve Coan introduced- Commissioner David Lehman, Commissioner Elect Daum Alexandra and Deputy Commissioner Paul Robertson

- David expressed his gratitude to the Council and DECD for the years of his service as Commissioner of DECD. He will be stepping down and introduced Alexandra Daum has the Commissioner elect starting January 1, 2023.
- Commissioner elect Alexandra Daum introduced herself to the Council
- Deputy Commissioner Paul Robertson was also introduced to the Council and made a few remarks.

IV. CT Director of Tourism- Noelle Stevenson

Noelle presented a detailed Powerpoint covering:

• 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

Noelle also gave an update on the Districts & the Connecticut Conventions & Sports Bureau working in tandem with the State Office of Tourism at upcoming trade shows, travel events, sporting events etc. The State Office of Tourism is excited to have these collaborations to better market the State.

A new pocketsize tourism map of Connecticut is in production along with a coffee table book of Connecticut.

Kyle Abercrombie, the legislative Liaison for DECD spoke to the political procedures surrounding the new 2 year state budget. There will be an opportunity for public hearings on the budget where Council members can submit testimony or testify in person in support of our agency and the marketing and tourism budget needs. But at this point, we are waiting to see what the governor releases in his budget, which will come out in February.

A lengthy discussion followed. It was thought best to design a one page comprehensive tourism document demonstrating the growth in all sectors of the tourism industry, including restaurant, hotel and leisure, from the increase spend in statewide tourism marketing over the last two years.

V. 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