

**Tourism Council
Virtual Teams Meeting
Tuesday, March 30, 2021
10:00am**

Present: Amanda Arling, Peter Armstrong, Karen Bachofner, Rebekah Beaulieu, Stephen Coan, Elizabeth Craig, Becky Critchley, Gregg Dancho, Don Devivo, Irene Dixon, Scott Dolch, Matt Fleury, Jason Guyot, Jeff Hamilton, Ginny Kozlowski, Robert Kret, Scott, Laurence, Carol Lugar, Larry McHugh, Michael Price, Robin Rifkin, Thomas Sheridan, Dexter Singleton, Stephen Tagliatela and Tina Tison

Absent: Charles Bunnell

Staff: Rose Bove, Christine Castonguay, Rob Damroth, Randy Fiveash, Jennifer Haag, Jean Hebert, Commissioner David Lehman, Maribel La Luz, Alfred Strong, Ellen Wolf

Other: James Albis, DEEP; Carlo Leone, DOT

Guests: Jill Adams, Adams & Knight; Sue Henrique, CTCSSB; Felicia Lindau, Adams & Knight; Bob Murdock, CTSSB; Emily Pagankus, Adams & Knight

I. Call to Order – Interim Chair Steve Coan

Interim Chair Steve Coan called the meeting to order at 10:04 a.m.

(The Tourism Council member's information and the enabling legislation for the Council were shared prior to the meeting.)

II. Commissioner's Welcome – David Lehman

Commissioner Lehman welcomed the new Tourism Council, expressed his appreciation for their participation as well as the importance of their work and looks forward to future collaboration.

III. Roundtable Introductions of Council Members – Interim Chair Steve Coan

Steve led the introductions of the Tourism Council members.

IV. Introduction of Office of Tourism Team – Randy Fiveash, Director

Randy introduced the tourism team to the Council.

V. Charge of the Council - Review of Enabling Legislation Provisions- Steve Coan,

Randy Fiveash

The enabling legislation was shared with the Council members.

(Excerpt of language below)

The council shall: (1) Adopt procedures for the operation of the council; (2) review and approve or recommend changes to the strategic marketing plan developed by the Department of Economic and

Community Development pursuant to subdivision (1) of subsection (b) of section 10-392 of the general statutes; and (3) not later than January 1, 2021, and annually thereafter, submit a report describing tourism promotion efforts by the state and evaluating the marketing plan, developed by the Department of Economic and Community

Development pursuant to subdivision (1) of subsection (b) of section 10-392 of the general statutes, to the joint standing committee of the General Assembly having cognizance of matters relating to commerce, in accordance with the provisions of section 11-4a of the general statutes. Public Act No. 19-178.

The charge of the Council will be discussed and reviewed over the course of the next scheduled meetings.

VI. Review of Strategic Marketing Direction and Update – Jill Adams, Adams & Knight

Jill Adams presented a Powerpoint entitled “*Connecticut Marketing Tourism Overview*” and will be shared with you along with the minutes of the meeting.

VII. Adopt Procedures for the Operation of the Council – Steve Coan

Tabled

VIII. Discussion Submission of Required Legislative Report (Required in Legislation)

Tabled

XI. Proposed Meeting Dates and Future Agenda Items (next two meetings review marketing plan and set time-line for reporting)

It was decided to hold meetings every two weeks for 2 months to concentrate on the tabled items as well as extending the meeting to an hour and a half.

XII. Summary and Adjournment

A motion was made and so moved to adjourn the meeting. The next meeting of the Tourism Council will be held virtually on Tuesday, April 13, 2021 at 10:00 a.m.

Respectfully submitted,

Jennifer Haag, Administrative Assistant

Connecticut Office of Tourism, DECD