

**Tourism Advisory Council**  
**450 Columbus Blvd**  
**2<sup>nd</sup> Floor South Room E**  
**Hartford CT**  
**Tuesday, February 19, 2019**  
**1:30 p.m.**  
**DRAFT**

**Present:** Dan Bolognani, Chair Arthur Diedrick, Anne Elvgren, Mitch Etes, Larry McHugh and Michael Price

**Absent:** Dan Hincks, Matt Fleury, Jeffrey Muthersbaugh, Tony Sheridan and Rita Schmidt

**Staff:** Rose Bove, Christine Castonguay, Randy Fiveash, Jennifer Haag, Jean Hebert, Deputy Commissioner David Kooris and Ellen Woolf

**Guests:** Jill Adams, Adams & Knight; Don DeVivo, DATCO; Alisa Sisic, Airport Authority; and Len Wolman, Waterford Group

**1. Call to Order**

Chair Arthur Diedrick called the meeting to order at 1:44pm.

**II. Approval of Tourism Advisory Council Meeting Minutes**

A motion was made by Mitch Etes, seconded by Anne Elvgren to approve the minutes of Tuesday, August 21, 2018, 2018. (Y-6, N-0)

**III. Director's Report – Randy Fiveash**

- The Conference on Tourism date has been set for May 8, 2019 at the CT Convention Center in Hartford

**IV. Statewide Tourism Committees Discussion –Council Members**

- Michael Price presented on behalf of the Arts, Culture and Tourism Policy Committee and some recommendations are as follows:
  - Accelerate economic growth by reallocating the lodging tax revenue deposited into the Tourism Fund from 10% to a minimum of 25% annually to restore pre-recession levels
  - 40% allocated for arts/culture and 60% for tourism annually from the tourism fund
  - Leverage private/public partnerships for national funding to support statewide arts and culture
  - Actively engage the Governor as Connecticut's ambassador
- Larry McHugh and Don DeVivo presented on the Blue Ribbon panel

- There were outreach meetings across the state to get input on how tourism and marketing is working throughout the state
- The panel is set to write up its findings and not much could be shared with the group until the findings are presented to the Governor's office

A brief discussion followed with the consensus being we need one unified message for the Governor. All panels, committees, regions need to speak with one voice.

**V. Branding Discussion – Christine Castonguay**

- The “Still Revolutionary” is under some scrutiny
- There would be significant cost with dropping “Still Revolutionary”
- Marketing and Branding are two different things
- The marketing efforts are working well regardless of the tag line “Still Revolutionary”

**VI. New Marketing Reporting Tools - Randy Fiveash**

- Randy presented a 2018 Marketing Review & Video
- Funding has been approved for a 2017 Economic Impact study

**VII. Other Business  
None at this time.**

**VII. Adjournment  
A motion to adjourn was made and so moved. All were in favor. The next Advisory Council meeting will be held on Tuesday, April 9, 2019 at 1:30pm, 450 Columbus Blvd., 2 South Conference Room E.**

**Respectfully submitted,**

**Jennifer Haag, Administrative Assistant  
Connecticut Office of Tourism**