

**Tourism Council
Virtual Teams Meeting
Tuesday, April 13, 2021
10:00am**

Present: Amanda Arling, Stephen Coan, Elizabeth Craig, Becky Critchley, Gregg Dancho, Don Devivo, Irene Dixon, Ginny Kozlowski, Robert Kret, Carol Lugar, Larry McHugh, Michael Price, Robin Rifkin, Thomas Sheridan, Dexter Singleton, Stephen Tagliatela and Tina Tison

Absent: Peter Armstrong, Karen Bachofner, Rebekah Beaulieu, Charles Bunnell, Scott Dolch, Matt Fleury, Jason Guyot, Jeff Hamilton, Scott Laurence

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

Other: Carlo Leone, DOT

Guests: Jill Adams, Adams & Knight; Emily Pagankis, Adams & Knight

I. Call to Order – Interim Chair Steve Coan

Interim Chair Steve Coan called the meeting to order at 10:03 a.m. and led the roll call.

II. Commissioner’s Welcome and Introduction of new Interim Tourism Director,

Christine Castonguay – DECD Commissioner David Lehman

The Commissioner was unavailable for the call. Interim Chair Steve Coan introduced interim Director Christine Castonguay.

III. Approval of March 30, 2021 Minutes – Steve Coan, Interim Chair

On a motion by Larry McHugh and seconded by Greg Dancho, the Tourism Council approved the March 30, 2021 meeting minutes as circulated. (Y-17, N-0)

IV. Suggested Council Priorities – Interim Chair Steve Coan & Interim Director Christine

Castonguay

a) FY21 Strategic Marketing Plan

The FY21 Marketing Plan is wrapping up this June.

b) FY22 Strategic Marketing Plan

The FY22 Marketing Plan was discussed in detail and based on a flat budget for FY22. It was requested by the Council for the Tourism Office to present alternative marketing plans if the budget were to be increased.

c) Long Term Tourism Strategy

Long term strategy will have a look back and a 4 year look ahead in strategic planning. It was discussed to have Jerry Henry from H2R Research present at a future Council meeting. Also for access to the research that informs the marketing development visit:

<https://partner.ctvisit.com/resources-and-more>

V. Review FY21 Strategic Plan – Jill Adams, Adams & Knight

Jill Adams finished presenting a Powerpoint entitled *Connecticut Marketing Tourism Overview* from the March 30, 2021 meeting. A *Say Yes* campaign will be rolled out in May.

A lengthy question and answer session followed the presentation.

VI. Summary – Steve Coan

- This year we may be looking at some windfall in money to the tourism budget and the Tourism Office will need to be able to pivot and spend the money
- Have some scenario marketing plans for increased money
- Please email Christine Castonguay at Christine.castonguay@ct.gov with your comments and suggestions on the *Say Yes* campaign.
- Tourism Marketing does not have a face... would Governor Lamont be the face of the *Say Yes* campaign?
- Should a sub-committee of this council be created to help with expertise on how to spend allocated funding?

VII. 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 27, 2021 at 10:00 a.m.

Respectfully submitted,

Jennifer Haag, Administrative Assistant

Connecticut Office of Tourism, DECD