

**Tourism Advisory Council
450 Columbus Blvd
Hartford CT
Tuesday, October 8, 2019
2nd Floor South Room E
1:30 p.m.
DRAFT**

Present: Anne Elvgren, Matt Fleury, Larry McHugh and Michael Price

Absent: Dan Bolognani, Chair Arthur Diedrick, Mitch Etess, Dan Hincks, Jeffrey Muthersbaugh and Rita Schmidt and Tony Sheridan

Staff: Rose Bove, Randy Fiveash, Jennifer Haag, Jean Hebert and Ellen Woolf

Guests: Jill Adams & Felicia Lindau, Adams & Knight; Alisa Sisic, Airport Authority; and Len Wolman, Waterford Group

I. Call to Order

Vice Chair Matt Fleury called the meeting to order at 1:44pm.

II. Approval of Tourism Advisory Council Meeting Minutes

A motion was made by Michael Price, seconded by Larry McHugh to approve the minutes of Tuesday, July 9, 2019. (Y-4, N-0)

III. Director's Report - Randy Fiveash

- Statewide Marketing budget has remained flat for FY20 at 4.2million
- The welcome centers have been re-opened and staffed seasonally
- The new Tourism Committee formed by the Blue ribbon panel will be filled with appointments by the Governor and Legislators on recommendations from the Tourism Office
- So far there have been three appointments made, Matt Fleury, Arthur Diedrick and Scott Dolch
- Vision for new Committee to use their appointment to fight for tourism dollars

IV. Marketing Review Update – Felicia Adams & Felicia Lindau

- Felicia presented a deck on the Summer 2019 Results and Fall 2019 Plans
- Total summer media budget \$1,103,146
- Keep steady on the core tactics
- Search, social and content seeding has proven successful
- CTvisit.com traffic up 30% with 41% less budget

- Improved our core KPIs despite budget drop
- Reduced budget enables us to reach only 10% of our primary target audience
- Ctvisit.com impressions, sessions viewing listing pages and partner referrals generated are all up along with general traffic to the website
- six (6) billboard locations on 84 and 95 switching from rain creative to non-rain creative depending on the weather
- Social media includes Facebook, Snapchat, Pinterest, Instagram and twitter
- Total website traffic from social is 1.2 million
- Fall plans
 - Budget is 635.7K paid media Investment, in-state 205% out of state 80%
 - Tactics include paid search, social and content seeding that drives traffic to CtVisit.com 7 visits to Connecticut
 - New campaign evolutions to incorporate recent performance insights

V. **Big E wrap-up and Re-branding – Roe Bove**

- Rose presented a Powerpoint
- New blue signage throughout the building
- Lots of new upgrades
- Over 50 Connecticut businesses exhibit at Big E
- New wine tasting booth big hit
- Over 1.6 million attendees
- Connecticut residents serve as ambassadors in the tourism booth
- New craft beer booth in backyard dining area
- Welcome centers updated and re-branded
- Seasonal positions created from August to December 31, 2019 to man the welcome centers

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

VII **Adjournment**
A motion was made and so moved to adjourn the meeting. The next meeting of the Tourism Advisory council will be held on Tuesday, December 10, 2019.

Respectfully submitted,

Jennifer Haag, Administrative Assistant
Connecticut Office of Tourism

