

**Tourism Advisory Council  
450 Columbus Blvd  
Hartford CT  
Tuesday, April 10, 2018  
2<sup>nd</sup> Floor South Room E  
1:30 p.m.**

**Present:** Chair Arthur Diedrick, Anne Elvgren, Dan Hincks, Tony Sheridan and Len Wolman

**Phone:** Jeffrey Muthersbaugh

**Absent:** Dan Bolognani, Mitch Etess, Vice Chair Matt Fleury, Larry McHugh, Michael Price and Rita Schmidt

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

**Guests:** Felicia Lindau, Adams & Knight

**I. 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 Anne Elvgren, seconded by Dan Hincks to approve the minutes of Tuesday, December 12, 2017. (Y-5, N-0)

**III. Introduction of new Deputy Commissioner David Kooris**

- David gave a synopsis of his past experience

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

- A save the date flyer for the Governor's Conference on Tourism was given out:
  - The conference will be held on Wednesday, May 9, 2018 at the Connecticut Convention Center in Hartford
  - Randy also handed out a list of the sessions/workshops for the conference
- Strategic Input Planning Sessions were held in January with our partners across the state. This is what we heard:
  - Welcome center closing has had a huge impact on visitation
  - Connecticut has a serious image problem with the centers closing
  - Get creative with signage at closed centers, put a sign text stop or some other advertisement instead of a big closed sign
  - Need region to region partnerships

- Give more early notification of State’s advertising plans so partners can piggy back off of
- How can we better attract in-State visitors and across the State visitors
- One topic emails or best practice tips to partners instead of lengthy newsletter that no one opens
- Start a LinkedIn group for partners to better communicate with each other
- Spotlight success stories from partners
- Share best practices in the industry
- Have similar sessions 3 or 4 times a year around the State

**IV. Tourism Spring/Summer Marketing & Advertising Plan – Felicia Lindau**

- Spark renewed/new interest in exploring CT
- Encourage intrastate travel
- Drive actual visitation to the state
- Enhance partner communication
- Continue focus on New York and Boston markets
- Visitors still craving dichotomy of experiences
- Core digital tactics include Facebook, Instagram, Pinterest, Google, Taboola and Outbrain
- Travel Planning with Tripadvisor and TimeOut New York
- Streaming Digital at YouTube and Pandora
- Out of Home includes station dominations, NYC, Boston, Long Island and Connecticut roadside
- Total Media spent for Spring/ Summer 2018 is \$2,105,000
- Boost state pride by encouraging more intra-state travel
- Engage social “ambassadors” to blog about CT
- Create a storefront sticker that promotes CTvisit
- Enhance partner communication

**V. Connecticut Regional Tourism Marketing Update – Rosemary Bove**

- Industry Regional Outreach team has been on the road meeting with cultural and tourism businesses, sharing marketing opportunities that are available to engage and collaborate, in efforts to further promote tourism in Connecticut
- Dozens of new partners including Economic Development Offices, Town Offices, Chambers of Commerce Offices, Area Business Associations and Business Councils
- The greatest opportunity is engaging in the Ctvisit.com website – which has become our premier marketing tool
- Numerous tutorial workshops for organizations, associations and individual properties on how to become a listing partner at Ctvisit.com have been held all over the State

- Essentially, the new partners have become an extension of the Office of Tourism
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VI. New Business  
None at this time.

VI. Adjournment  
A motion to adjourn was made and so moved. All were in favor. The Advisory Council meeting will be held on Tuesday, June 12, 2018, 1:30pm, 450 Columbus Blvd., 2 South Conference Room E.

Respectfully submitted,

Jennifer Haag, Administrative Assistant  
Connecticut Office of Tourism

