

**Tourism Advisory Council  
450 Columbus Blvd  
Hartford CT  
Tuesday, December 12, 2017  
1:30 p.m.  
DRAFT**

**Present:** Steve Coan, Chair Arthur Diedrick, Mitch Etess, Dan Hincks, Larry McHugh, and Tony Sheridan

**Phone:** Anne Elvgren, Michael Price and Len Wolman

**Absent:** Dan Bolognani, Vice Chair Matt Fleury, Tim Phelan and Rita Schmidt

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

**Guests:** Ed Dombroskas, Sue Henrique and Scott Johnson

**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 Larry McHugh, seconded by Dan Hincks to approve the minutes of Tuesday, April 11, 2017. (Y-8, N-0)

**III. 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
  - Looking to expand sponsorships to banks, technology companies, attorney and accountant firms or IT and security systems that deal in the tourism industry
- Office of Tourism will hold a 2 day Strategic Planning session on January 22 and 23, 2018
  - 1<sup>st</sup> day of the session will be with our Tourism Industry partners
  - Day two will involve COT's internal partners to disseminate all the information gathered
  - A schedule of the 2018 Tourism Advisory Council meeting dates was handed out

**IV. Budget – Deputy Commissioner Tim Sullivan**

- Statewide Marketing Fund for 2018 is 6.5 million

- Statewide Marketing Fund for 2019 is 4.1 million
- Also in 2019 an allocation of 10% from the hotel tax will be put into a Culture & Tourism fund in which line items, Arts Commission and Statewide Marketing will be funded from

V. Reports on COT's Connecticut's International Travel Marketing

- Scott Johnson from Travel Market Insights Inc. presented a PowerPoint on Connecticut 2016 International Visitor Report
  - A copy of the PowerPoint was also handed out and a lengthy discussion followed
- Sue Henrique of CTC SB is in charge of COT's International Marketing Sales and presented a September 2016 – November 2017 International Sales report

VI. Marketing Update – Christine Castonguay

- A new video for Fall/Winter was designed for CTVisit
- Media Budget for October 2016- October 2017 was \$2,691,945
- Marketing included out of home, display ads, content seeding, social posts and branded content in Travel & Leisure, TimeOut NY and USA Today
- 151 different towns and villages were featured in paid and earned media
- 727 partners were featured in the press due to the state's PR efforts
- Social media engagement is up 53%
- Used an additional budget of \$100,000 to focus on international marketing with an emphasis on encouraging Air Lingus flights from Dublin to Bradley

VII. New Business

None at this time.

VII. Adjournment

A motion to adjourn was made and so moved. All were in favor. The Advisory Council meeting will be held on Tuesday, February 13, 2018, 1:30pm, 450 Columbus Blvd., 2 South Conference Room F.

Respectfully submitted,

Jennifer Haag, Administrative Assistant  
Connecticut Office of Tourism

