

**Tourism Advisory Council
450 Columbus Blvd
Hartford CT
Tuesday, July 9, 2019
2nd Floor South Room E
1:30 p.m.
DRAFT**

Present: Chair Arthur Diedrick, Anne Elvgren, Mitch Etes, Matt Fleury, Larry McHugh, Michael Price and Tony Sheridan

Absent: Dan Bolognani, Dan Hincks, Jeffrey Muthersbaugh and Rita Schmidt

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

Guests: Jill Adams & Felicia Lindau, Adams & Knight; Paul Maher, DATCO; Alisa Sisis, Airport Authority; and Len Wolman, Waterford Group

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 Michael Price, seconded by Mitchell Etes to approve the minutes of Tuesday, February 19, 2019. (Y-7, N-0)

III. Director's Report - Randy Fiveash

- The *Still Revolutionary* tag line is being dropped per the Governor
- This process will take some time to remove it from all advertising and the website
- No commitment to a tagline replacement
- Eighty thousand or so to scrub *Still Revolutionary*
- One pager handed out on the Economic Impact of Tourism
- This study is done every two years
- Also handed out was a recap of 2018 Marketing Review
- Working on a more comprehensive Strategic Plan

IV. Marketing Review Update – Felicia Adams & Felicia Lindau

- Flat budget
- Removing Still Revolutionary
- The campaign continues to show Connecticut offers a dynamic blend of complimentary experiences
- Cultural, historical, contemporary, relaxing, active and adventure all so close
- 2 million spent on advertising

- Evolving expression of campaign evolving the messaging
- Increased In-state media buys 25% in-state 75% out of state
- Test a few new things. Dynamic Video based on the target audience
- Majority of the marketing plan drives audience to CTVisit
- Weather sensitive digital advertising, nice weather outdoor attractions shown, raining indoor attractions shown
- Social Media Quiz *So Much So Close*
- Site visits up, home page views up, referrals to partners up
- Partnership with Fox 61 *What's on Your Bucket List* no cost
- Tourism Industry Portal, hub for industry partners to view the tourism marketing effort also all the research and a business can see where they have been displayed and promoted by CTVisit

A discussion followed with emphasis being put on educating Legislators by our partners and chambers to get the message out to them. Make sure we are focusing on the States assets. Chambers are natural partners in this marketing process.

V. **Office of Tourism Regional Marketing Review – Roe Bove**

- We are continuing with or regional marketing program
- Engaging them in programs we have free of charge
- Jean and Rose do site visits and presentations to large groups
- Working with the chambers visiting their regions
- Agro-tourism sites very excited to engage with CTvisit
- Joining forces with local businesses
- Toured with Governor and LT Governor down in Mystic area
- Meeting with Ct Humanities developing cultural and heritage trails Across the state and posted on CTVisit
- Increased number of tourism businesses participating in the Big E
- Calling for volunteers to work the tourism booth at the Big E, also shout out for literature and performers for our stages

VI. **New Tourism Legislation – Randy Fiveash & David Kooris**

- Welcome Centers are to be opened and staffed for the season, the Regional Districts are funded again and there is to be a new Tourism Council
- The Bill has two parts for the rest areas one having DOT open the rest areas/bathrooms and the Tourism Office to staff the welcome centers
- Need to get part time seasonal staff approved along with volunteers
- Regions are in the budget for the next 2 years
- Robust criteria put in place in which we expect the Districts to perform and interact with our office and the way they are expected to best utilize their partnerships for housing their offices and limitations on overhead and administration putting the Districts on a parallel path with the Office of Tourism

- **The new Council will consist of 26 members appointed by the governor and legislators along with a DECD appointment, a DEEP appointment and a DOT appointment bringing the number to 29**
- **In the foreseeable future there is no intention of dissolving the Tourism Advisory Council**
- **The first report to be issued by this new Council is February 2021**

VI.

Adjournment

A motion to adjourn was made and so moved. All were in favor. The next Advisory Council meeting is TBD.

Respectfully submitted,

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

