

**Connecticut Commission on Culture and Tourism
Tourism Committee Meeting
January 12, 2010
One Constitution Plaza, 2nd Floor
Hartford, Connecticut**

DRAFT PENDING APPROVAL

Minutes

Present: Arthur Diedrick, Rita Schmidt, Michael Price and Larry McHugh via phone.

Absent: Caroline Cicchetti, Chuck Bunnell, Anne Elvgren

Staff & Guests: Randy Fiveash, Barbara Cieplak, Rena Calcaterra, Leigh Johnson (recording secretary), Jade Ayala, and Ed Dombroskas.

I. Call to Order

Chairman Arthur Diedrick called the meeting to order.

II. Approval of Minutes

On a motion by Larry McHugh, second by Rita Schmidt, the minutes of November 3, 2009 were approved as circulated. (Y – 3, N – 0)

III. Chairman's Report – Arthur Diedrick Reporting

It was reported that the New York Times has changed their rating system which for restaurants is having a negative impact on business to Connecticut restaurants.

IV. Report of the Division Director – Randy Fiveash Reporting

a. ***Tourism Funding Status***

The Tourism Division's efforts are focused on finding new ways to market funds to promote the industry and have been looking into how other states raise funds with limited state funding.

b. ***Tourism Moving Forward Program Update***

Seven (7) Tourism Workshops were held through out the state and were well received with approximately 350 guests in attendance. Discussions in the workshops included the new approach to marketing tourism without the distribution and printing of the Vacation Guide and Events Calendar. A magazine style and Free Standing Insert (FSI) will replace the Vacation Guide and Events Calendar. Madden Pre Print Publications is producing the FSI.

c. ***CCT Marketing Grants FY 10 Update***

There is \$700, 000 available for the Challenge and Co-Operative Grant Marketing. These applications are available cross divisionally. As for the Tourism Budget itself, it remains at \$1.

The application deadline for the Co-Operative Marketing Grants was January 6, 2010. The agency received 46 applications which exceeded last year's submissions. Challenge Grants application deadline is January 13, 2010.

d. ***Regional Tourism Districts Update***

During the last meeting it was requested that copies of the Tourism Districts budgets will be available for review at this meeting. Since the contracts for the districts were just mailed, the district's have not had an opportunity to prepare their budget as of yet.

All districts received \$285,000 each. The eastern district received a supplemental appropriation of \$47,500 with the central and western districts each receiving a supplemental appropriation of \$27,750.

e. ***DOT Rest Area & Subway Plans***

The Subway Restaurant Group was awarded the state contract for the State's service plazas. Staff met with Subway representative to discuss future plans. The Greenwich and Darien Welcome Centers will be torn down and rebuilt.

Brochure Distribution Program

The Literature Distribution program has been suspended; however, the brochure distribution program is still operating. With the brochure distribution program, the industry is responsible for delivering their brochures directly to the Welcome Centers.

f. ***Connecticut Tourism Scholarships for 2010***

CCT will coordinate the Tourism Scholarship program in 2010. There is \$53,000 remaining in the interest bearing account.

V. **Action Items**

No action items at this time.

VI. **New Business**

Marketing Director's Update

The marketing director's report was provided to the committee proper to the meeting. Tourism fulfillment inquiries are down 100%. Inquiries through the 1-800 number and emails are answered as normal. The CTVIST website is generating traffic and the site's visitation numbers are up.

Governor's Culture and Tourism Awards

The award ceremony is scheduled for April 28th at the Legislative Office Building in Hartford. Committee members are encouraged to submit nominations for the awards by February 5th.

VII. **Old Business**

No old business at this time.

VIII. **Motion to adjourn** – Rita Schmidt motioned to adjourn, Larry McHugh seconded, so moved. (Y-3, N-0)

Next Committee Meeting – March 2, 2010