

Tourism Committee
Connecticut Commission on Culture & Tourism
One Constitution Plaza
Hartford, Connecticut
September 8, 2009
11:00 a.m.

Meeting Minutes

- PRESENT: Chairman Arthur Diedrick, Charles Bunnell, Larry McHugh, Michael Price, and Rita Schmidt
- EXCUSED: Carolyn Cicchetti and Anne Elvgren
- STAFF: Rena Calcaterra, Barbara Cieplak, Randy Fiveash, Leigh Johnson (recording secretary) and Karen Senich
- GUESTS: Ed Dombroskas, Valley Railroad & Attractions; Sue Henrique (via phone), Fairfield Region Tourism District; Ginny Kozlowski, Greater New Haven Region Tourism District; Paul Mayor, Central Region Tourism District ; Donna Simpson, Eastern Region Tourism District; and Jim Whitney and Janet Serra, Northwest Region Tourism District

I. **CALL TO ORDER**

Chairman Diedrick called the meeting to order at 11:03 a.m.

II. **APPROVAL OF THE MAY 5, 2009 MEETING MINUTES**

On a motion by Rita Schmidt, second by Arthur Diedrick, the minutes of May 5, 2009 were approved as circulated. (Y-4, N-0)

III. **CHAIRMAN'S REPORT – Arthur Diedrick Reporting**

No report at this time.

IV. **REPORT OF THE EXECUTIVE DIRECTOR – Karen Senich Reporting**

Budget update

The agency received an allotment for September which will be utilized to pay salaries and state-wide marketing bills.

The current fiscal year budget allocated \$3.5 million towards grant funding (\$1.5 million for BCR and \$2 million for culture, tourism, and arts), and \$1.00

for state-wide marketing. CCT received funding to pay general operating expenses and salaries.

For fiscal year 2010 grant programs will look similar to last year's grant program. With limited funding, the agency is placed into a position where it will need to alter its direction and focus on how it will do business in the future.

Contracts

There are a few contracts that have expired or are close to expiring: M. Silver Associates, Pita Communications, Inside Out Publishing and Connecticut Magazine. There are two contracts which will be terminated: All Mail Direct and NEON. The All Mail Direct vendor warehouses literature for our literature distribution program (constituent paid program to warehouse literature), vacation and culture guides; fulfillment requests, oversees the 1-800 line, and provides staff for the tourism booth in the Connecticut Building during the Big-E. The NEON contract provides volunteers for the Darien welcome center. These vendors will be given 30-day termination notice of their contract.

Welcome Centers

The future of the welcome centers is currently under discussion – whether to keep some of the centers partially open and what materials will be placed in the centers. Since the All Mail Direct contract will be terminated, it will be the constituent's responsibility to place their promotional items in the brochure racks at the centers.

Website

The first installment was made to keep the website up and running, however; there is no additional funding to cover improvements or changes to the site. Discussions were held as to what changes or updates to the website can be made internally by staff.

District Budget

Regarding the district's funding it is undetermined at this time if the funding would be retroactive to the beginning of the fiscal year. The executive director will confirm with the Office of Policy and Management.

The division director will meet with the districts to discuss a course of action.

Film Division

The film division has been merged into the Department of Economic & Community Development.

V. ***Marketing Director Update – Barbara Cieplak Reporting***

A written report was given to all committee members, and is incorporated into the minutes.

VI. ***Adjournment***

A motion to adjourn was made and second, all were in favor.