

**CONNECTICUT COMMISSION ON CULTURE & TOURISM**  
**TOURISM COMMITTEE**  
**CONNECTICUT COMMISSION ON CULTURE AND TOURISM**  
**HARTFORD, CONNECTICUT**  
**Tuesday, May 13, 2008**

**Minutes**

Present: Chairman Arthur Diedrick, Larry McHugh, Anne Elvgren and Terry Bickhardt

Excused: Chuck Bunnell, Simon Flynn, Carolyn Cicchetti, Rita Schmidt, and Michael Price

Staff/Guests: Karen Senich, Barbara Cieplak, Rena Calcaterra, Carole Gittings (recording), Donna Simpson, Paul Mayer, Debbie Giantonio, Marje Medzela, Paul Pita and Cathy Sidor

<b>TOPIC</b>	<b>DISCUSSIONS/CONCLUSIONS</b>	<b>RECOMMENDATIONS/ACTIONS</b>	<b>PERSON RESPONSIBLE</b>
<i>Call to Order</i>	The meeting was called to order.		Arthur Diedrick
<i>Public Comment</i>	No public comment.		Arthur Diedrick
<i>Review and Approval of Minutes</i>	Review and approval of the March 04, 2008 minutes.	Motion made to accept minutes by Larry McHugh, second by Anne Elvgren. Minutes approved.	Arthur Diedrick
<i>Report of the Executive Director</i>	<p><b>Legislation</b></p> <p>The Legislature did not change the second year of the biannual budget adopted in 2007.</p> <p>Legislature passed bill passed for a Sports Commission that has 25 entities which CCT Executive Director is required to meet with before November 2008 and report findings to Legislature's Commerce Committee in February 2009.</p> <p>Bill passed regarding hanging banners on buildings not owned by the event.</p> <p><b>Office Support Systems</b></p> <p>Office Support Systems is continuing to provide services at</p>		Karen Senich

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	<p>this time. The Department of Administrative Services and CCT are prepared to issue an emergency contract if needed.</p> <p><b>Tourism Director</b> The Tourism Director exam closed with 18 applicants passing. Karen Senich will review resumes and conduct interviews.</p>		
<p><b>Report of the Marketing Director</b></p>	<p><b>Department of Administrative Services (DAS) Request for Bid</b> DAS has issued a Multiple Contract Award to 48 companies for marketing services. CCT is required to select from this list for services. The DAS award excludes web development, hosting and strategy development. CCT is required to contact DOIT for these services.</p> <p><b>Connecticut Open House Day</b> Connecticut Open House Day 2008 will be June 14. This year there are over 225 participants compared to 180 last year.</p> <p><b>Public Relations</b> A Media Luncheon will be held on June 24, 2008 at MOMA in New York with 20-25 editors and journalists expected to attend. All Tourism Regions are invited to attend.</p> <p><b>Direct Sales</b> National Tour Association (NTA) CCT hosted a special lunch, in cooperation with the tourism regions, for 350 Tour Operators at NTA's annual tour operator spring meet held this year at Mohegan Sun.</p> <p>Discover New England Summit (DNE) CCT hosted the gala closing dinner and the tourism regions hosted the closing reception for 385 attendees at the Summit held in cooperation with the Greater New Haven CVB. Seventy Connecticut properties attended compared to 23 last year. This increase is a direct result of the workshops conducted by CCT and the regions.</p>		<p>Barbara Cieplak</p>

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	<p>Travel Industry Association (TIA) CCT and all regions will participate in a coop booth at the TIA International POW WOW later this month in Las Vegas NV.</p> <p>New Sales Collateral CCT and the tourism regions developed suggested itineraries for international tour operators. Paul Mayer, Executive Director of the Connecticut River Valley Tourism District, created a video combining the new B-roll into a 4 minute statewide presentation. It is a 2 disc set including U.S. and European versions for distribution at direct sales events.</p> <p><b><i>CCT &amp; Tourism Regions Cooperative Efforts for FY09</i></b> The regions have agreed to increase their financial commitment to cooperative efforts with CCT to \$60,000 per region, up from \$50,000 in FY08. Projects include:</p> <ul style="list-style-type: none"> <li>• Advertising coop for Fall '08</li> <li>• Coop Advertising for Spring/Summer '09</li> <li>• Building on international market development by participating in all DNE international sales efforts</li> <li>• PR editorial photos for summer '08</li> <li>• PR editorial photos for fall '08</li> <li>• Industry outreach workshops</li> </ul> <p><b><i>New 2009 Marketing Grants</i></b> The new CCT Marketing Grant programs in FY08 are distributing \$1,000,000 for Co-op Grants and Challenge Grants. Staff is working now on updating the guidelines and negotiating co-op grant project opportunities for FY09.</p>		
<b><i>Contract for publisher</i></b>	<b><i>Publisher for the Vacation and Culture Guides</i></b> The proposals for the publication of the Vacation Guide and Culture Guides were reviewed by the selection committee. They recommend awarding the contract to Connecticut Magazine.	Motion made to recommend to CCT Executive Committee to award contract to Connecticut Magazine. Motion made by Larry McHugh, second by Anne Elvgren. Motion passed.	Arthur Diedrick
<b><i>Tourism Regions annual budgets FY09</i></b>	<b><i>Tourism Regions annual budgets</i></b> Rena Calcaterra presented the Regional Budget Summary that was mailed to the Committee prior to the meeting.	Motion made to recommend Regional Districts Budgets to the Full Commission by Larry McHugh, second by Anne Elvgren	Rena Calcaterra

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		Special Committee review meeting scheduled for June 16, 2008 is no longer needed.	
<i>Spring/Summer Creative</i>	Barbara Cieplak presented the new CONNECTicut Spring/Summer Campaign. Tactics include: online marketing utilizing sweepstakes featuring 16 prize packages donated by industry; radio ads featuring Governor Rell in both English and Spanish for NY and CT markets; rail cards; bus sides; direct mail; .NYT newspaper ads; newspaper FSI; magazine advertising; billboard co-op with regions. The campaign is extended through grants including: CPTV spots with Governor Rell; CT public radio spots; billboard co-op grants; and newspaper advertising co-op grants in CT.		Barbara Cieplak
<b>Other Comment</b>	<p>Suggestion made that the CONNECTicut Spring/Summer 2008 Campaign be submitted to ESTO for an award.</p> <p>Several committee members commented that the cooperation between the Tourism Regions and CCT is the best they have seen since 1992.</p> <p>Anne Elvgren commented on the poor conditions at the I-91 Wallingford service center.</p>	Staff to follow up with DOT.	<p>Donna Simpson</p> <p>Larry McHugh, Arthur Diedrick</p> <p>Anne Elvgren</p>
<i>Executive Session</i>  <i>Requests for Proposals</i>	<p>A motion was made to go into Executive Session. The Committee entered into Executive Session.</p> <p>The committee came out of Executive Session and returned to the regular order of business.</p>	<p>A motion was made by Larry McHugh to go into Executive Session, second by Anne Elvgren. Motion passed.</p> <p>A motion was made by Larry McHugh to approve a one year purchase order to M. Silver Associates for national public relation services, and a one year purchase order to Pita Communications for advertising and marketing services, second by Anne Elvgren. Motion passed.</p>	Arthur Diedrick
<i>Adjournment</i>	Committee adjourned.	Motion to adjourn made by Larry McHugh, second by Anne Elvgren. Motion passed.	Arthur Diedrick
<i>Next Scheduled Meeting</i>	The next meeting of the Tourism Committee is scheduled for Tuesday, July 8, 2008, 12:30-2:30 at the Connecticut Development Authority in Rocky Hill.		