

**Tourism Committee
Connecticut Commission on Culture and Tourism
One Constitution Plaza
Hartford, Connecticut
May 5, 2009**

MINUTES

Present: Chairman Arthur Diedrick, Anne Elvgren, Larry McHugh, and Rita Schmidt

Absent: Charles Bunnell, and Carolyn Cicchetti

Staff: Rena Calcaterra, Randy Fiveash, and Leigh Johnson (Recording Secretary)

Guest: Donna Simpson

I. CALL TO ORDER

The Tourism Committee meeting was called to order at 11:10 a.m.

II. APPROVAL OF MINUTES

On a motion by Larry McHugh, second by Anne Elvgren, the minutes from the March 3, 2009 meeting were approved as circulated. (Y-3, N-0)

III. CHAIRMAN'S REPORT –Arthur Diedrick Reporting

No report at this time.

IV TOURISM DIVISION DIRECTOR'S REPORT – Randy Fiveash Reporting

Free Standing Insert (FSI)

The free standing insert (FSI) will be placed in major newspapers in New York and Connecticut on May 31, 2009. The FSI is 16 pages in total, and will be circulated to 1 million homes in NY and Connecticut.

Spring/Summer Campaign Creative

New ads for the spring/summer campaign for rail cars, bus sides, online sweepstakes – launched this past week, and co-op billboards were presented. The Stepping Stones Museum and Travelers Championship co-op ads are currently featured on billboards.

Welcome Centers

The tourism division is unable to hire seasonal staff for the Welcome Centers this year because of the hiring freeze. The Greenwich Welcome Center which operates seasonally will remain closed – the other centers will be opened and operational during their normal business hours.

Staycation

The Governor will be announcing her Staycation program later this month. The tourism division will be involved with the pre-marketing of the program, and incorporating “Staycation” in other tourism marketing efforts.

Tourism Regions FY 2010 Budget

A motion was made by Larry McHugh to approve the Tourism Regions budgets subject to the final legislative action, second by Rita Schmidt. (Y-3, N-0)

Strategic Marketing Research

Members were provided with an executive summary of the Strategic Advertising Message study. The study defines how the agency will position marketing and the state, along with what our customers and potential customers think about Connecticut as a designation. The summary is incorporated into the minutes.

VI. ADJOURNMENT

A motion to adjourn the meeting was made – all were in favor.

VII. NEXT SCHEDULED MEETING

The next scheduled meeting for the Tourism Committee is July 14, 2009 at 11:00 a.m., Connecticut Development Authority (CDA), 999 West Street, Rocky Hill.