

Connecticut Commission on Culture & Tourism
Tourism Committee
Connecticut Economic Resource Center (CERC)
805 Brook Street
Rocky Hill, Connecticut
November 4, 2008
11:00 A.M.

DRAFT PENDING APPROVAL

Present Arthur Diedrick, Chairman; Terry Bickhardt, Carolyn Cicchetti, Anne Elvgren, Larry McHugh (via phone) and Rita Schmidt

Staff: Barbara Cieplak (recording) and Karen Senich

Guests: Eliza Cole and Marje Medzela

I. Call to Order

Arthur Diedrick called the meeting to order at approximately 11:15 a.m.

II. Approval of the Minutes

On a motion made by Carolyn Cicchetti, second by Rita Schmidt, the minutes of May 13, 2008 were approved as circulated. (Y-5, N-0)

On a motion made by Carolyn Cicchetti, second by Larry McHugh, the minutes of September 9, 2008 were approved as circulated. (Y-5, N-0)

III. Executive Director's Report – Karen Senich Reporting

Ms. Senich updated Committee members on potential additional cuts to the statewide tourism marketing fund budget, necessary budget cuts to the co-operative marketing projects with the tourism regions and new Tourism Division Director Randy Fiveash. Committee members were invited to attend a reception for the new CCT gallery exhibit, Touring Connecticut, scheduled for November 6, 4:30 p.m.

Committee members interested in meeting with the Mr. Fiveash were encouraged to contact Leigh Johnson.

IV. Committee Meeting Dates 2009

The proposed 2009 meeting dates for the Tourism Committee were accepted as noted.

V. *VISION Visitor Intercept Study*

John Bourget of Witan Intelligence Strategies presented a PowerPoint presentation highlighting the statewide summer '08 findings with comparisons to last year.

VI. *Public Comment*

None at this time.

VII. *Adjournment*

The meeting was adjourned.

VIII. *Next Committee Meeting*

The next meeting of the Tourism Committee is scheduled for January 13, 2009, 11:00 a.m. – 12:00 p.m. at the Connecticut Commission on Culture & Tourism, One Constitution Plaza, 2nd floor, Hartford, CT

Tabled Items

- None at this time.