



DRAFT

**Culture & Tourism Advisory Committee Meeting
Department of Economic & Community Development
450 Columbus Blvd., 2nd Floor South Room H
Monday, November 26, 2018
12:30pm**

Present: Carolyn Cicchetti, Bill Hosley, Fritz Jellinghaus, Lee Kuckro, Jason Mancini, Jane Montanaro, Debra Mathiasen, Chair Michael Price, Will Wilkins and Ted Yudain

Absent: Charles Bunnell, Arthur Diedrick, Mary Ellen Kingsland-Eckels, Anne Elvgren, Brian Jones, Renny Loisel, Larry McHugh and Walt Woodward

Staff: Rosemary Bove, Christine Castonguay, Randy Fiveash, Jennifer Haag, Deputy Commissioner David Kooris, Rhonda Olisky, Liz Shapiro and Commissioner Catherine Smith

I. Call to Order

Chair Michael Price called the meeting to order at 12:52pm

II. Approval of Minutes – Michael Price

On a motion by Lee Kuckro and seconded by Ted Yudain, the Advisory Committee on Culture and Tourism approved the September 17, 2018 Advisory Committee minutes. (Y-8, N-0)

III. Big E Update – Rosemary Bove

Rose presented a 2018 Big E Recap PowerPoint

- **The Big E's Statement of Purpose is to *Create an experience for one to immerse oneself in the sights, sounds and tastes of quintessential New England.***
- **The daily attendance was over 1.5 million visitors**
- **Over 1 million visitors tour the Connecticut Building during the Big E**
- **Over 50 Connecticut businesses exhibit in the Connecticut Building**

- The exhibitors are a wide range of tourism attractions, manufacturing, agriculture, arts and creativity, heritage and specialty food products
- 90% of exhibitors see increased business as a result of participating in the event
- 2019 Big E September 13-29, 2019

IV. Board Member Comments – Bill Hosley presented on the Big E

- Bill would like to see the Connecticut building more as a reflection of Connecticut Heritage
- He expressed his unhappiness with some of the exhibitors and thought the State could improve on things
- His suggestions were noted

A brief question and answer followed.

V. Marketing Updates – Randy Fiveash & Christian Castonguay

- Randy presented *7 Reasons to Enhance Funding for Statewide Tourism Marketing*
- Tourism is a \$14.7B contributor to Connecticut's economy
- The less the State invests in marketing and support, the less likely people will visit in the future
- For every \$1 dollar Connecticut invested in paid digital media for tourism marketing the state received an estimated \$14 dollars in state and local taxes from marketing – influenced travelers
- Statewide Tourism Marketing needs to be adequately funded at \$15 million for FY 2020, which would put up to \$10 million toward advertising, reaching more markets in more ways

A Brief question and answer followed.

VI. Good to Great Grant Update – Liz Shapiro

- 14 Applications were received for *Good to Great Grant*
- Total request asking for 1.4 million with a 25% match by the grantee
- The State has 5 Million in Bond money to give out
- Another round of grants will be held in the Spring
- Still working on streamlining the program

VII. New Arts Grant – Arte Accessible – Liz Shapiro

Liz did not have time to present this agenda item.

VIII. Update on SHPO Strategic Plan and Museums – Liz Shapiro

- **SHPO has completed it's 5 year Strategic Plan**
- **Old New-Gate Prison was open from July 14th – October 29th**
 - **Over 11,332 visitors**
 - **Over 900 hours of volunteer help**
 - **Gift shop sales over \$11,000.00**
 - **Admission sales of \$32,766.00**
 - **Total Revenues of \$43,774**

IX. Adjournment

A motion to adjourn was made and so moved. The next meeting is scheduled for Monday, February 4, 2019 at 12:30pm, 450 Columbus Blvd. 2nd Floor South room H. (A snow date of Tuesday the 5th is scheduled)

Jennifer Haag, CT Office of Tourism