



MINUTES

Connecticut Convention & Sports Bureau

Sports Advisory Board Meeting

Wednesday, February 1, 2017 at noon

Mohegan Sun Casino, 1 Mohegan Sun Boulevard, Uncasville, CT 06382

Delaware Boardroom

Presiding: Pat Meiser, Chair

PRESENT

Nathan Grube, Travelers Championship; Pat Meiser, Meiser Sports Consulting; Mike Moraghan, Connecticut State Golf Association; Bob Murdock, Connecticut Convention & Sports Bureau; Scott Phelps, Connecticut Convention & Sports Bureau; Paul Robertson, Connecticut Convention & Sports Bureau

CALL-IN

Michael Ansarra, Central Connecticut State University; Evan Feinglass, University of Connecticut; Kevin McGinniss, University of New Haven, Maura Provencher, Connecticut Conference of Independent Colleges

NOT PRESENT

Greg Amodio, Quinnipiac University; Skip Barber, Lime Rock Park; Thomas Beckett, Yale University; David Benedict, University of Connecticut; Dana Cialfi, Connecticut Open; Scott Ciecko, Connecticut Department of Higher Education; Theresa Condit, Thompson Speedway Motorsports Park, Amanda Cox, Connecticut Sun / New England Black Wolves; Kim Crowley-Hart, Capital Regional Development Authority; Wayne Dean, Yale University, Beau Doherty, Special Olympics of CT; Gene Doris, Fairfield University; Charlie Dowd, Harbor Yard Sports & Entertainment; Bill Dowling, New Britain Bees; Bob Felice, Greater New Haven Chamber of Commerce; Patrick Fisher, Connecticut Sports Management Group; Timothy Fitzpatrick, U.S. Coast Guard Academy; Randy Fiveash, Connecticut Office of Tourism; Allen Gibson, Fairfield University, Anton Goff, University of Hartford; Oz Griebel, Metro Hartford Alliance; Sean Hayes, Powder Ridge Mountain Park; Bill Humphreys, Bike Guy LLC; Brad Hurlbut, Sacred Heart University; C.J. Knudsen, Connecticut Tigers / Dodd Stadium; Michael Kobylanski, Southern Connecticut State University; Chris Lawrence, Global Spectrum; Michael Mazzulli, Mohegan Sun; Larry McHugh, Middlesex Chamber of Commerce;

Craig Mergins, Riverfront Recapture; William Mudano, Connecticut Sports Management Group / Nutmeg State Games; Patricia Mulcahy, Connecticut State University System; Michael Murtha, Mohegan Sun; Karissa Neihoff, Connecticut interscholastic Athletic Conference; Karen O'Connell, Foxwoods Resort Casino; David Polk, First Tee of Connecticut; Michael Renwick, Trinity College; Tim Restall, Hartford Yard Goats; John Rollins, Eastern College Athletic Conference; Beth Shluger, Hartford Marathon Foundation; Jamie Toole, Bridgeport Bluefish; Renea Topp, Lime Rock Park; Josh Vanada, Thompson Speedway Motorsports Park; Sara Willcox, Connecticut Open

Introduction and Call to Order:

Ms. Meiser called the meeting to order at 12:05pm.

Review and Approval of Minutes:

The minutes of the September 14, 2016 meeting were reviewed and accepted by a unanimous vote.

CTCSB Update:

Mr. Phelps reported that Jeffrey Musumano, who was the Director of Sales for the CTCSB, recently left and accepted a new position with the Holiday Inn Downtown Hartford. He also reported that Susan Koczka will be joining the Bureau on February 14 to take Jeffrey's position. Susan worked at the Greater Hartford CVB for nine years and has an extensive background selling to the association and corporate markets.

For the year to date, Mr. Phelps reported that lead room night numbers are slightly down, number of leads issued are slightly up and the number of definite room nights are up.

Mr. Phelps encouraged all SAB Members to attend the Connecticut Governor's Conference on Tourism that will be held on Thursday, May 4, 2017 at the Connecticut Convention Center in Hartford.

Sports Marketing Report:

Major bids in process:

2025 Solheim Cup: Mr. Murdock reported that the Brooklawn Country Club in Fairfield was not awarded the 2021 Solheim Cup. The event was awarded to the Inverness Club in Toledo, Ohio. The Club is looking at other international LPGA events and plans to bid on the 2025 Solheim Cup. The Solheim Cup would utilize approximately 50-60,000 hotel room nights, bring 120,000 people to the Brooklawn Country Club and result in worldwide media coverage for the State.

NCAA Championships: The National Collegiate Athletic Association (NCAA) released the bid specs for the 2018-22 quadrennial. We will find out the results of the bids in

mid-April. The CTCSB will be partnering with colleges and universities in Connecticut to bid on events including

- 2018-22 NCAA DI Men's Basketball First / Second Rounds
- 2018-22 NCAA DI Men's Basketball Regional Championships
- 2018-22 NCAA DI Men's Ice Hockey Regional Championships
- 2019-20 NCAA DI Women's Volleyball Final Four
- 2018-22 NCAA DI Women's Ice Hockey Frozen Four
- 2019-22 NCAA DI Men's Golf Regional Championships
- 2019-22 NCAA Men's Lacrosse Quarterfinals
- 2019-22 NCAA Men's Lacrosse Championships

2020 National Golden Age Games has selected Hartford pending support from the CT Department of Veterans Administration Medical Center. The Connecticut Convention Center and Central Connecticut State will be the two main venues. The event will utilize over 5,000 room nights and attracting over 1,200 athletes to the Hartford area in June 2020.

Recent events:

2017 Cyclocross National Championships: Mr. Murdock reported that 1,800 athletes were in Hartford for Championships in January. There were very tough weather conditions which the athletes loved. Riverfront Recapture, the City of Hartford and the cycling community are energized to bring more events to Connecticut. Richard Fries looking to bring a UCI World Cup event to Thompson Speedway Motorsports Park in addition to bidding on the 2021 Nationals. Riverfront Recapture is looking to bring World Cup or other high-end cycling events back to Hartford.

The 2017 New England Regional Volleyball Association Winterfest added a second weekend to their Hartford January calendar. The event was a smaller version in 2017 due to limited available space at the CT Convention Center. Winterfest 1 brought in 1,100 room nights at same time as Cyclocross. Winterfest 1 expects to double or triple in size next year. Winterfest 2 booked over 4,000 room nights in January as well. These are great housing revenue sources for CTCSB.

Upcoming Events:

2017 World Junior Synchronized Skating Team Selection (February 10-11): For the first time in history, U.S. Figure Skating's World Junior Synchronized Team Selection Event will be held in Connecticut at the International Skating Center in Simsbury. The event will determine the two junior skating level teams that will represent Team USA at the 2017 International Skating Union (ISU) World Junior Synchronized Skating Championships in March.

2017 AAC Women's Basketball Championship (March 1-6): This Championship will be returning to the Mohegan Sun.

2017 AAC Men's Basketball Championship (March 9-12): This Championship will be returning to the XL Center. Also coincides with Spirit Festival and St. Patrick's Day Parade.

2017 NCAA DI Women's Basketball Tournament First and Second Rounds (March 25-27): This Tournament will be returning to the Webster Bank Arena.

Boxing Summit:

Bob and Scott attended the Connecticut Summit on Boxing / Mixed Martial Arts on December 12 at the Webster Bank Arena. The on-going goal is to "create a plan for Connecticut to become the Boxing Capitol of the Northeast corridor." The first steps are to change laws so that Connecticut is more hospitable to promoters.

Upcoming Trade Shows:

Religious Conference Management Association (RCMA) Emerge Conference: Mr. Murdock will be attending this religious trade show next week in partnership with Sheraton Hartford South and Stamford Marriott Hotel. In addition to sports, Bob is now responsible for bringing religious, military, social, fraternal and educational events and meetings to Connecticut.

Two sports shows in 2017

Bob will attend the National Association of Sports Commissions Symposium in late March. He typically has 45-50 meetings with event planners at this show. Depending on budget availability, Bob will either attend Connect Sports (August) or the TEAMS Conference (October).

Media:

The CTCSSB continues to make best efforts to gain exposure for Connecticut and our venues. Mr. Murdock was recently interviewed for these publications:

- Sports Destination Management Magazine: Bob was interviewed an article on sports in the Northeast.
- Sports Travel Magazine: Bob was interviewed before and after the 2017 USA Cyclocross National Championships in Hartford

Sports Fundraiser:

Mr. Phelps and Ms. Meiser led a discussion on the creation of event(s) that would serve as a fundraiser for the CTCSSB. Some of the ideas discussed were an awards banquet, panel discussions, a career marketplace and educational sessions. Ms. Meiser stressed to make the event attractive, there must be a high level of honorees. Mr. Grube offered space at the TPC on the Wednesday of the Travelers Championship in June. This idea will be explored further.

Meeting Format:

There was a discussion on how to bring more people to the SAB Meetings. The consensus was that there needs to be a potential for business opportunities to come out of the meeting. Ms. Meiser stressed that the meeting agenda needs to be relevant so that SAB Members have a reason to get involved.

Next Meeting:

The next Sports Advisory Board Quarterly Meetings will be hosted at the CTCSSB offices. Although members are invited to attend, the meeting will primarily be a conference call. We will look to get the entire SAB together once or twice a year at fundraising events.

Adjournment:

Ms. Meiser adjourned the meeting at 1:25pm.