



MINUTES

Connecticut Convention & Sports Bureau

Sports Advisory Board Meeting

Wednesday, February 28, 2018 at 10am

CTCSB Offices, 101 Centerpoint Drive, Suite 217, Middletown CT 06457

Conference call

Presiding: Pat Meiser, Chair

CALL-IN

Michael Ansarra, Central Connecticut State University; Amber Cox, Connecticut Sun / New England Black Wolves; Megan Fitzsimmons, Trinity College; Michael Kobylanski, Southern Connecticut State University; Pat Meiser, Meiser Sports Consulting; Mike Moraghan, Connecticut State Golf Association; Mark Moriarty, First Tee of Connecticut; Bob Murdock, Connecticut Convention & Sports Bureau; Scott Phelps, Connecticut Convention & Sports Bureau; Maura Provencher, Connecticut Conference of Independent Colleges; Sarah Ratchford, Fairfield University; Rob Thompson, University of New Haven

NOT PRESENT

Greg Amodio, Quinnipiac University; Skip Barber, Lime Rock Park; Erica Bates, Chelsea Piers Stamford; Dana Cialfi, Connecticut Open; Scott Ciecko, Connecticut Department of Higher Education; Dan Coonan, Eastern College Athletic Conference; 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; Evan Feinglass, University of Connecticut; 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; Drew Galbraith, Trinity College; Allen Gibson, Fairfield University, Mary Ellen Gillespie, University of Hartford; Jamie Goldman, New Britain Bees; Nathan Grube, Travelers Championship; Sean Hayes, Powder Ridge Mountain Park; Bill Humphreys, Bike Guy LLC; Brad Hurlbut, Sacred Heart University; C.J. Knudsen, Connecticut Tigers / Dodd Stadium; Chris Lawrence, Spectra Venue Management; Michael Mazzulli, Mohegan Sun; Kevin McGinniss, Southern Connecticut State University; Larry McHugh, Middlesex Chamber of Commerce; Patricia Mulcahy, Connecticut State University System; Michael Murtha, Mohegan Sun; Karissa Neihoff, Connecticut interscholastic Athletic Conference; Karen O'Connell, Foxwoods Resort

Casino; Larry Perosino, Connecticut Boxing Commission; Tim Restall, Hartford Yard Goats; Beth Shluger, Hartford Marathon Foundation; Valerie Stolfi-Collins, Connecticut Recreation and Parks Association; Josh Urrutia, Riverfront Recapture, Josh Vanada, Thompson Speedway Motorsports Park; Nancy Wheeler, MetroHartford Alliance; Anne Worcester, CT Open

Introduction and Call to Order:

Ms. Meiser called the meeting to order at 10:05am.

Review and Approval of Minutes:

The minutes of the September 12, 2017 meeting were reviewed and accepted by a unanimous vote.

CTCSB Update:

Mr. Phelps reported the Connecticut Convention and Sports Bureau (CTCSB) offices have moved to Middletown. The Connecticut Office of Tourism moved to a State-owned building and, since the CTCSB is a considered a contractor, the Bureau needed to find their own space.

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

On Wednesday, May 9, 2018, for the fourth year in a row, the CTCSB and the CT Office of Tourism, will be producing the CT Governor's Conference on Tourism. The event will run from 8am to 5pm at the CT Convention Center in Hartford. Expectations are for over 400 tourism professionals to be in attendance. The Tourism Conference is the State's biggest tourism event of the year for everyone who is interested in attracting visitors, guests and attendees.

Sports Marketing Report:

Bob reiterated his role at the CTCSB as a facilitator to promote and market Connecticut venues, help nurture ideas and build momentum to bring events to the state, work with local promoters to bring in new events and nurture existing events, be a resource for our sports advisory board, venues, colleges and event planners and to take a creative approach on events and venues. This approach includes continuing to grow partnerships throughout the state, facilitate bringing events to Connecticut which result in the biggest economic impact possible and media exposure for the State and what we have to offer.

Media:

The CTCSB continues to gain exposure for Connecticut and our sports partners by pursuing media coverage which showcases the state as a premier destination for

international, national and regional events. Bob was interviewed by three publications since the last Sports Advisory Board Meeting. These were:

- Fairfield County Business Journal
- Sports Destination Management Magazine
- Sports Travel Magazine

NCAA:

Seven NCAA Championships were secured for Connecticut last year. Work on finalizing the hotel blocks and convention services for the first three of the events is underway.

- 2018 NCAA DI Men's Ice Hockey Regional at the Webster Bank Arena in Bridgeport, hosted by Fairfield University and Yale University
- 2019 NCAA DI Men's Basketball First/Second at the XL Center in Hartford, hosted by the University of Connecticut
- 2019 NCAA Women's Frozen Four Ice Hockey Championships at Quinnipiac University's TD Bank Sports Center in Hamden, hosted by Quinnipiac University

USA BMX

The CTCSB continues to work with the Town of Trumbull and TRACK BMX in Trumbull on the USA BMX National Event which will be in Connecticut in June. This event was last in Connecticut in 2012. The goal is to make this an annual event.

TEAMS Conference

Bob had 46 appointments at the TEAMS Conference. He is continuing to work the RFPs and leads that were secured at the TEAMS Conference in November. Some of these include:

- Drone Racing League
- The Basketball Tournament
- Jam on it Basketball
- US Youth Soccer Futsal Championship
- USA Weightlifting National Championships
- USA Gymnastics Level 9 Eastern Championship

Sports Fundraiser:

Ms. Meiser led a discussion on the creation of event(s) that would serve as a fundraiser for the CTCSB. Some of the ideas discussed were an awards banquet, panel discussions, a career marketplace and educational sessions. There needs to be a draw to attract people to this event such as an educational element, unique location, celebrities, personalities and/or athletes. Educational topics could include legal, advertising, sponsorships and health/concussions. A follow-up meeting will be scheduled in May to explore this idea further.

Adjournment:

Ms. Meiser adjourned the meeting at 10:40am.