



# CONVENTION & SPORTS BUREAU

## MINUTES

**Connecticut Convention & Sports Bureau**

**Sports Advisory Board Meeting**

**Tuesday, May 14, 2019 at 4:00pm**

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

**Presiding: Pat Meiser, Chair**

### CALL-IN / PRESENT

Beau Doherty, Special Olympics of Connecticut; Jack Ellovich, Jack Ellovich CPA; Evan Feinglass, University of Connecticut; Gil Fried, University of New Haven, Matt Herpich, Webster Bank Arena, Pat Meiser, Meiser Sports Consulting; Kevin McGinniss, Southern Connecticut State University; Mike Moraghan, Connecticut State Golf Association; Bob Murdock, Connecticut Convention & Sports Bureau; Maura Provencher, Connecticut Conference of Independent Colleges

### NOT PRESENT

Greg Amodio, Quinnipiac University; Skip Barber, Lime Rock Park; Brian Barrio, Central Connecticut State University, Victoria Chun, Yale University, Scott Ciecko, Connecticut Department of Higher Education; Dan Coonan, Eastern College Athletic Conference; Amber Cox, Connecticut Sun / New England Black Wolves; Kim Crowley-Hart, Capital Regional Development Authority; Charlie Dowd, Sacred Heart University; Bob Felice, Greater New Haven Chamber of Commerce; Patrick Fisher, Connecticut Sports Management Group; 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; David Griggs, MetroHartford Alliance, Nathan Grube, Travelers Championship; Sean Hayes, Powder Ridge Mountain Park; Peter Heard, Travelers, Bill Humphreys, Bike Guy LLC; C.J. Knudsen, Connecticut Tigers and Dodd Stadium; Michael Kobylanski, University of Connecticut Avery Point; Chris Lawrence, Spectra Venue Management; Glenn Lungarini, Connecticut Interscholastic Athletic Conference; Michael Mazzulli, Mohegan Sun; Larry McHugh, Middlesex Chamber of Commerce; Mark Moriarty, First Tee of Connecticut; Patricia Mulcahy, Connecticut University System; Michael Murtha, Mohegan Sun; Karen O'Connell, Foxwoods Resort Casino; Larry Perosino, Connecticut Boxing Commission; Dan Rose, U.S. Coast Guard Academy; 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; Greta Wagner, Chelsea Piers Stamford

**Introduction and Call to Order:**

Ms. Meiser called the meeting to order at 4:02pm.

**Review and Approval of Minutes:**

The minutes of the October 25, 2018 meeting were reviewed and accepted by a unanimous vote.

**CTCSB Update:**

Mr. Murdock reported that the CTCSB has been level funded for next fiscal year. He is optimistic that additional funding for CTCSB operations may be secured but the event fund will not be created at this time. The long-range goal is to create an event fund that could be utilized to attract new events to the State.

Mr. Murdock has recently returned from the National Association of Sports Commissions Symposium where he had 45 appointments with event planners. He received a wide variety of RFPs from groups including USA Gymnastics, Jam On It Basketball, Kayak Bass Fishing, USA Football and US Soccer. Additionally, he reported that the portal to bid on NCAA events for 2022-2026 will open on August 26.

**Sports Advisory Board Composition:**

Ms. Meiser brought up how the role of the Sports Advisory Board has changed since the original legislation in 2008. At that time, the expectation was that the CTCSB would have money available to support sports events and organizations in the State. This is no longer the case. Ms. Meiser opened the discussion to explore the role the group can fill, what the current members' expectations are, how to activate current members and how to bring in new active members. Ms. Meiser suggested that we create a smaller working group within the Sports Advisory Board to move initiatives forward.

Ms. Meiser added that the Board could look at having one representative for each of the NCAA Divisions (DI, DII and DIII). The divisional representative would report back on the Sports Advisory Board to all of the Connecticut schools of that same Division. If that representative was unable to attend a meeting, they would be responsible to secure another person from that Division to take their spot at the SAB Meeting. This would reduce the size of the Board, lessen the burden on Board Members and help to engage those who are on the Board.

Ms. Meiser led the discussion to learn what the Board Members could offer to and wanted from the CTCSB. Mr. Fried suggested ways to get Connecticut sports marketing students more involved in the CTCSB such as a portal of events which need volunteers and interns. Mr. McGinniss added that students could assist with post event surveys and research projects providing practical help to the CTCSB and event planners. He added as communication and shared information is key that it would be helpful to have a master calendar of Connecticut events preferably with event contact

information. Mr. Moraghan added that it would be important to define the purpose of the master calendar before it was created as his organization has 85 of their own events annually.

The consensus of the group was that Board Members are looking for opportunities to network and collaborate and they are also very protective of their time.

**Sports Fundraiser:**

Ms. Meiser led a discussion on the creation of event(s) that would serve as a fundraiser for the CTCSB. One idea discussed in detail was to revamp the Connecticut Sports Hall of Fame Dinner as it has a broad reach and could bring a wide variety of people together.

There is no current Connecticut Sports Hall of Fame so this would serve a role for the State. The Hall could be a physical space or a “virtual hall” living on the internet. There needs to be a draw to attract people to this event such as an educational element, unique location, celebrities, personalities and/or athletes. How do we tap into the Boston v. New York corridor and get NBC Sports and ESPN involved? Does it make sense to create a 501 (c) (3) organization within the CTCSB to promote charitable giving?

Another idea was to honor people in the Connecticut Sports industry. Different groups or associations would be given the opportunity to honor one person from their organization. This could be a volunteer, athlete, contributor or whoever makes sense for that organization. This would help the CTCSB engage with a variety of sports entities in the state and provide a platform for that entity while raising funds.

Mr. Gil reported on a University of New Haven Sports Entrepreneurial Summit that they organized and then had to cancel due to lack of response by the student body. He said that it can be hard to get people to commit to coming to an educational event.

The consensus of the group was to start small with the first event, tie in a charitable theme, work with the sports marketing at colleges in Connecticut and to focus on networking which will raise the awareness of the CTCSB.

**Adjournment:**

Ms. Meiser adjourned the meeting at 5:05pm.