



MINUTES

Connecticut Convention & Sports Bureau

Sports Advisory Board Meeting

Tuesday, May 15, 2018 at 1pm

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

Conference call

Presiding: Pat Meiser, Chair

CALL-IN

Amber Cox, Connecticut Sun / New England Black Wolves; Gil Fried, University of New Haven; Chris Lawrence, Spectra Venue Management; Pat Meiser, Meiser Sports Consulting; Kevin McGinniss, Southern Connecticut State University; Mike Moraghan, Connecticut State Golf Association; Mark Moriarty, First Tee of Connecticut; Bob Murdock, Connecticut Convention & Sports Bureau; Scott Phelps, Connecticut Convention & Sports Bureau; Sarah Ratchford, Fairfield University; Rob Thompson, University of New Haven

NOT PRESENT

Greg Amodio, Quinnipiac University; Michael Ansarra, Central Connecticut State 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; Megan Fitzsimmons, Trinity College; 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; Michael Kobylanski, Southern Connecticut State University; Michael Mazzulli, Mohegan Sun; 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; Maura Provencher, Connecticut Conference of Independent Colleges; 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 1:05pm.

Review and Approval of Minutes:

The minutes of the February 28, 2018 meeting were reviewed and accepted by a unanimous vote.

CTCSB Update:

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, produced the CT Governor's Conference on Tourism. The event attracted over 400 tourism professionals. 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.

To bring new business to Connecticut, Bob attended the National Association of Sports Commissions Symposium in April. Bob had 48 appointments with event planners. A few of the active RFPs from the show include 2019 USA Volleyball Nations League Women's International Tournament (Brazil, USA, Korea and Germany) for the Mohegan Sun, 2019 Jam On It Basketball and 2019 USA Volleyball High Performance Tournament and International Training Camp for the CT Convention Center and the 2019 Drone Racing League.

Seven NCAA Championships were secured for Connecticut last year. Work on finalizing the hotel blocks and for convention services for these events is underway for the events in 2019:

- 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.
- 2019 NCAA Men's Lacrosse Quarterfinals at Pratt & Whitney Stadium hosted by Fairfield University

The CTCSB continues to work with the Town of Trumbull and TRACK BMX in Trumbull on the 2018 USA BMX National Event which will be in Connecticut in June and on the 2018 Major League Lacrosse Combine that will be at Yale or Fairfield University in October.

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.

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. This will be further discussed at the next meeting.

Adjournment:

Ms. Meiser adjourned the meeting at 1:55pm.