



MINUTES

Connecticut Convention & Sports Bureau

Sports Advisory Board Meeting

Thursday, October 25, 2018 at 1PM

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

Conference call

Presiding: Pat Meiser, Chair

CALL-IN

Kim Crowley-Hart, Capital Regional Development Authority; Jack Ellovich, Jack Ellovich CPA; Evan Feinglass, University of Connecticut; Gil Fried, University of New Haven; Allen Gibson, Fairfield University, Pat Meiser, Meiser Sports Consulting; Kevin McGinniss, Southern Connecticut State University; Mark Moriarty, First Tee of Connecticut; Bob Murdock, Connecticut Convention & Sports Bureau; Scott Phelps, Connecticut Convention & Sports Bureau; Josh Urrutia, Riverfront Recapture,

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; Amber Cox, Connecticut Sun / New England Black Wolves; Wayne Dean, Yale University, Beau Doherty, Special Olympics of CT; Gene Doris, Fairfield University; Charlie Dowd, Harbor Yard Sports & Entertainment; 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; 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; Chris Lawrence, Spectra Venue Management; Michael Mazzulli, Mohegan Sun; Larry McHugh, Middlesex Chamber of Commerce; Mike Moraghan, Connecticut State Golf Association; 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; Sarah Ratchford, Fairfield University; Tim Restall, Hartford Yard Goats; Beth Shluger, Hartford Marathon Foundation; Valerie Stolfi-Collins, Connecticut Recreation and Parks Association; Rob Thompson, University of New Haven; Josh Vanada, Thompson Speedway Motorsports Park; Nancy Wheeler, MetroHartford Alliance; Anne Worcester, Connecticut Open

Introduction and Call to Order:

Ms. Meiser called the meeting to order at 1:07pm.

Review and Approval of Minutes:

The minutes of the May 15, 2018 meeting were reviewed and accepted by a unanimous vote.

CTCSB Update:

Mr. Phelps reminded the group that the last time that we met in May, we did not know what the fate of the CTCSB would be in the budget process. Normally, a 6% cut is not a good news story but, in the case of the CTCSB, we are fortunate that we did not receive a deeper cut.

Mr. Phelps recapped the FY18 CTCSB sales report. As compared to FY17, total leads issued and definite room nights were slightly up. Lead room nights were slightly down but still 17% over our contractual goal. The economic impact of events that turned definite in FY18 was significant: \$54.2M in total sales, 17,246 jobs supported resulting in over \$3.1M in Connecticut Sales tax collected.

Mr. Phelps announced that he will be retiring at the end of the calendar year. Mr. Murdock will take on the role of Interim President.

Sports Marketing Report:

Mr. Murdock reiterated that his role is to sell and market meeting and event venues in order to bring new events to Connecticut and to help grow and retain events that are already here. The goal is to elevate the brand of Connecticut while bringing events which positively impact the economy of the state.

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. This tournament has not been in Connecticut in 21 years. The NCAA will be coming to Hartford on December 2-4 for a site visit.

- 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 worked with the Town of Trumbull and TRACK BMX in Trumbull on the 2018 USA BMX National Event in June. This event far exceeded the expectations of both USA BMX and the Town of Trumbull and will return to Connecticut in 2020.

Mr. Murdock continues to follow-up on the leads and RFPs that he received in August when he attended the Connect Sports trade show. He had 44 appointments with a wide variety of sports event planners.

Sports Advisory Board Meetings:

Mr. Murdock brought up how the role of the Sports Advisory Board has changed since the original legislation. Mr. Murdock suggested that at a future meeting, there should be a discussion to explore the role the group can fill, what the current members' expectations are and how to bring in new members.

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, educational sessions and the creation of a Connecticut Sports Hall of Fame Awards Dinner.

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?

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 2:08pm.