



CT250 Commission

January 18, 2023

Tourism & Marketing Subcommittee break-out session

1) Roll & Nomination of positions:

Aimee Cotton Bogush, CT Humanities (in person)

Anthony Champalimaud – Secretary (via Microsoft Teams)

Robert Kret – Chair, Connecticut Historical Society (in person)

Joe Smith – Mohegan Tribe (in person)

2) Review and initial discussion of suggested committee members as proposed:

Noelle Stevenson, Office of Tourism – RK meeting on Feb 3rd and will ask.

Rodney Butler, Chairman Mashantucket Pequot Tribal Nation – Joe will call.

Tom Condon, *Hartford Courant* – ALC to contact.

Jan Louise Jones, University of New Haven – RK to contact.

Michelle McCabe – CT Main Street Center – ALC to reach out.

Mercy Clay - Narrative Project – ALC to reach out.

Dian Smith, University of New Haven – TBD

- With respect to representatives from Chambers of Commerce, discussion ensued and generally it was agreed that regional Tourism Bureau's may be better positioned to support the Committee's efforts. RK suggested that during his meeting with Noelle Stevenson he would ask for guidance.
- RK - Is there a target number of people on this commission? 8 – 10 possible members? Agreement was reached that 10 members would seem sufficient assuming adequate representation was achieved of all constituencies.
- Further discussion determined that the committee would compile a list to include the names above in addition to others. A weighted list, showing geographic representation, expertise, etc. would be compiled to assess and identify gaps or deficiencies. Once balanced appropriately, committee members will solicit the participation of candidates.

- The committee agreed to convene the week of January 23rd to review their list.

3) Frequency of meetings

Agreed, the subcommittee would meet four times per year, via Zoom, in addition to scheduled Commission meetings.

4) Discussion of Media Contacts as Committee members:

- Agreed media contacts need not be committee members. However, a working list of media contacts in support of the Committee's efforts would be generated and maintained.
- The list, as suggested by CT Humanities, includes those with existing working contact with CTH.

5) Two prongs of our charge:

- 1) General awareness of America 250 and CT's role.
- 2) Communication strategies to promote activities across the state.

- With respect to communication strategies, the committee agreed its responsibility to establish and communicate graphic standards and use of CT250 logo. The logo was given to us and established by America 250 and guidelines may well already be established. Aimee agreed to work to include graphic standards and related materials as a resource on www.ct250.org.

6) IDEA Subcommittee Representative:

Joe Smith volunteered to serve as committee representative to IDEA.

7) Funding and financial resources:

Discussion regarding funding for supporting staff and initiatives. Amongst them, a web developer, management of an online calendar of events. RK mentioned the need to have someone to take the lead on fundraising. Depending on what you want to accomplish. Aimee – I believe the Gov charge; we have access to the resources of DECD. Office of Tourism is set up with CTVisit. Maybe we don't need someone else, maybe it happens through their resources.

RK added funding to his agenda with Noel Stephens, dir. of dept of Tourism for the State.

RK informed the committee of the Governor's Council on Tourism on which he sits amongst 45 members. There is a commitment on the part of the department for cultural tourism. I don't know if they have resources in terms of real estate on their website or things that they could be doing to not commit new dollars. Maybe the commission could use the Department of Tourism as a vehicle.

RK suggested that further homework was necessary to see what other states like NY are doing. New Hampshire. How have they gotten some of their existing resources to shift to support the 250 efforts?

Meeting adjourned 11:45 am to rejoin and reconvene the Commission meeting.