



Connecticut Office on
Culture and Tourism



DEPARTMENT OF ECONOMIC & COMMUNITY DEVELOPMENT
CONNECTICUT OFFICE ON CULTURE AND TOURISM
Culture & Tourism Advisory Committee Meeting
Monday, July 11, 2011
1:30 P.M.
Omni Hotel
New Haven, Connecticut

MINUTES

- Present:** Chairman Michael Price, Dick Allen, Frank Borres, Anne Elvgren, Betty Hale, Helen Higgins, Fritz Jellinghaus, Stuart Parnes, Paul Pozzi, Rita Schmidt, Ann Sheffer, Will Wilkins, and Ted Yudain
- Absent:** Nicholas Bellantoni, Charles Bunnell, Carolyn Cicchetti, Arthur Diedrick, Philip Eliasoph, Larry Goodheart, Harvey Hubbell, Herbert Jay, Renny Loisel, Larry McHugh, and Guy Ortoleva
- Staff & Guests:** CCT Staff: Kip Bergstrom, David Bahlman, Randy Fiveash, Leigh Johnson, and An-Ming Truxes

I CALL TO ORDER

The meeting of the Advisory Commission was held on Monday July 11, 2011, at the Omni Hotel and was called to order.

II. APPROVAL OF MINUTES

On a motion made by Ann Sheffer, second by Anne Elvgren, the Advisory Committee on Culture and Tourism approved the May 2, 2011 meeting minutes as circulated. (Y-9, N-0)

III. CHAIRMAN'S REPORT – Michael Price Reporting

During the last Executive Committee held on June 7th the following action items were approved:

- a Survey and Planning Grant for a National Register Nomination in the amount of \$5,000 for the Congregational Church of Plainville;
- a Certified Local Government Historic Preservation Enhancement Grant in the amount of \$2,685.00 to the Town of Woodbury for development of a 2-mile architectural history walking tour; and
- a Supplemental Certified Local Government Grant in the amount of \$30,000.00 to the Town of Westport for a Historic Resources Inventory.

Chairman Price acknowledged the loss and passing of Commissioner Clem Roy, and asked for a moment of silence to reflect on the efforts Clem contributed to the Commission. He was an admirable individual who cared about the State of Connecticut, the arts and film industries. It was a pleasure to have known him for the wonderful individual that he was.



House Minority Leader Larry Cafero appointed Hans Hartman to the Advisory Board as a successor to Clem Roy.

IV. **REPORT OF THE DEPUTY COMMISSIONER – Kip Bergstrom Reporting**

CCT Merger with DECD

Kip Bergstrom reported, on July 1st. CCT merged with the Department of Economic and Community Development with culture and tourism remaining at Constitution Plaza. Commissioner Smith will have a satellite office at Constitution Plaza, and will be here one-day out of each week.

Under the new structure, DECD will have a Commissioner and two (2) Deputy Commissioners. I [Kip Bergstrom] will be a Deputy Commissioner with purview of all the divisions formerly under CCT, along with two new responsibilities:

- **Branding:** statewide across all functions including the branding of the state itself as an entity. The state branding is fragmented and defused – this will bring unity to the brand that is developed:
 - marketing to visitors
 - those who would might work and live here, and
 - to those who would like to start a business here.

Arts, tourism and historic preservation staff were asked individually, and as a group, to begin thinking on how their specific area could contribute to placing-making.

- **Innovation economy** – entrepreneurial startups. The Connecticut economy is long on mature large companies and short on young fast growing companies. There is a deep history of innovation – particularly when our current mature industries where young fast growing companies.

Job Tours

The Governor and Commissioner Smith are visiting large companies within the State, and have scheduled some stops for tourism and the innovation side of the economy. The Jobs Tour will come together in the middle of September at a Summit to share what has been learned – to formulate a legislative agenda for a Special Session scheduled for the beginning of October.

State Budget

Collective Bargaining Unions were unsuccessful at ratifying concessions, and there is uncertainty on how to close the \$7 million gap in the state budget. The Governor will submit his budget proposal to the Appropriations Committee by July 15, 2011. Funding for the BCR, CTA, and statewide marketing funding lines items could be in a substantial flux in either direction.

Marketing RFP

The marketing RFP specifications for the rebranding of the state are completed, and will be released upon an approved state budget. Once the RFP is released, the agency will receive vendor responses, review and rate proposals, and invite selected firms to make their presentation to the selection committee.



V. ACTION ITEMS

- a. On a motion by Paul Pozzi, second by Fritz Jellinghaus, the DECD Culture & Tourism Advisory Committee approved a Supplemental Certified Local Government Grant in the amount of \$30,000.00 to the Town of New Fairfield for a Historic Resources Inventory. (Y-9, N-0)
- b. On a motion by Anne Elygren, second by Rita Schmidt, the DECD Culture & Tourism Advisory Committee approve one (1) Survey and Planning Grant in the amount of \$5,000.00 for a National Register Nomination for the Congregational Church of Plainville. (Y-9, N-0)
During the transcription of meeting notes, it was discovered this action item was submitted in error and was previously submitted and approved at the June 7, 2011 Executive Committee meeting.

VI. OTHER BUSINESS

Quick Start Marketing Campaign

The tourism director gave a brief overview of the Quick Start Marketing Campaign and how the necessary dollars were raised for the summer campaign season to allocate towards print advertising in NY Times travel section, FSI (Free Standing Inserts), online sweepstakes, and radio. Copies of the mockup of the poster-board displayed during the Governor's Press Conference listing the organizations who contributed to the Quick Start Campaign were disseminated to the members of the Advisory Committee.

Future Structure of the Commission and its Committees

The Deputy Commissioner held discussions with the Executive Committee on various ways to structure the Advisory Committee.

First Structure:

- Have the commission and its committees remain as is, with granting approval authority at the committee level and formally constitute the committees as councils (i.e. Arts Council, Tourism Council), with the Advisory Committee doing something other than reapproving already approved grants.

This would require modification to the statute and legislative language as it does not call for the Arts Committee as a statutory entity in the current statute. Historic Preservation Council does exist in statute as it is a requirement of federal law as a regulatory function, but not a grants related function in terms of administering state and federal registers and the preservation section of NEPA, and violations thereof. The grants recommending role Historic Preservation has -- has simply been overlaid to the Council. A change would need to be made to legislation for final authority on Historic Preservation related grants.

- The creation of a Tourism Council to match Arts and Historic Preservation Councils.

Second Structure

- Elimination of the Advisory Committee, creation of an Arts Council as a statutory entity and providing granting authority through statutory change for Historic Preservation, with an ad-hoc Tourism Council body not in statute.



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Some members of the Committee had concerns with the elimination of the Advisory Committee. However, it comes too “what significant role would the Advisory Committee be responsible for at this level that is value-added to an Arts Council, a stronger Historical Preservation Council, and an ad-hoc Tourism Council – what purpose would the Advisory Committee serve?”

A lengthy roundtable discussion ensued. The Advisory Committee must be directive and proactive on what needs to be accomplished. The vision would be utilizing arts, history and tourism to drive catalytic projects to transform some of our cities, towns and villages into magnets for innovated talent and for visitors. How do we take limited resources and drive it towards this vision – we cannot redeploy resources to opportunity but must be creative enough to figure out a way.

It was noted: if DECD is to have some sort of Advisory Committee/joint meeting of the Councils, there are three challenges for this group to handle:

1. Need to shift earmarks to competitive grants – it is not possible to position the state as an “innovation state” with earmarks in the budget;
2. Integrating arts, history and tourism around catalytic place-making with redirection of our major funding; and
3. DECD should take a larger role in collaborating with the Department of Education and Higher Education in moving Arts in Education’s initiative forward. The role of Arts in Education in generating the innovation process is very critical.

VII. ADJOURNMENT

A motion to adjourn was made and so moved. Next meeting is scheduled for Monday, December 5, 2011, 1:30 p.m., 1 Constitution Plaza, Main Conference Room.