



**Connecticut Office on
Culture and Tourism**



DECD
State of Connecticut
Department of Economic and
Community Development

**Sports Advisory Board
Department of Economic & Community Development
Connecticut Office on Culture & Tourism
Webster Bank Arena
600 Main Street
Bridgeport, CT
Wednesday, June 22, 2011
9:30 a.m.**

Meeting Minutes

Present: Jim Abromaitis, Capital City Economic Development Authority
Lynn Carlotto, Marketing & Event Consultant
Tom Chiappetta, Fairfield County Sports Commission
Gene Doris, Fairfield University
Charlie Dowd, Harbor Yard Sports & Entertainment
Michael Fresher, Bushnell/Rentschler Field
Jim Foye, MetroHartford Alliance
Curt Jensen, Greater Hartford CVB
Alex Morley for Patricia Meiser, University of Hartford
Joe Oros, Connecticut Department of Economic & Community Development
Paul Schlickmann, Central Connecticut State University
Chuck Steedman, AEG Management CT, LLC

Absent: Skip Barber, Lime Rock Park
Dana Cialfi, Pilot Pen Tennis
Scott Ciecko, State Department of Higher Education
Wayne Dean, Yale University
Robert Doherty, Special Olympics CT
Ron Drapeau, Connecticut State Golf Association
Robert Duffy, Hartford Colonials
Jill Ferraiolo, Connecticut State University System
Patrick Fisher, Connecticut Sports Management Group, Inc.
Robert Goughan, Bridgeport Blue Fish
Nathan Grube, Travelers Championship
Kim Hart, Office of Policy and Management
Jeffrey Hathaway, University of Connecticut
Bill Humphreys, BikeGuy

Absent: Continued
Michael Mazzulli, Mohegan Tribe Athletic Department
Jack McDonald, Quinnipiac University
Larry McHugh, Middlesex Chamber of Commerce
Ann Miron, Sacred Heart University
William Mudano, Connecticut Sports Management Group, Inc.
Michael Murtha, Athletic Department Mohegan Sun
Marie O'Brien, Connecticut Development Authority
Larry Perosino, Connecticut Boxing Commission
Michael Renwick, Trinity College
Michael Savage, CT Interscholastic Athletic Conference
Renea Topp, Lime Rock Park
Andrew Weber, CT Tigers
Jennifer Widness, Connecticut Conference of Independent Colleges
Sara Willcox, Pilot Pen Tennis
John Willi, New Britain Rock Cats

Guests/Staff: Kip Bergstrom, Executive Director, Commission on Culture & Tourism, Leigh Johnson, Executive Secretary

I. Call to Order

Chairman Abromaitis called the meeting to order.

II. Approval of Minutes

On a motion moved by Jim Abromaitis, second by Lynn Carlotto, the Sports Advisory Board approved the minutes of June 22, 2011 as circulated. All were in favor.

III. Presentation by CPTV

CPTV was unavailable to make their presentation to the Board.

IV. Presentation of Revised "Business Plan" Committee

During the last meeting, the subcommittee was asked to review and compare the notion of a stand-alone entity verses one being absorbed into the expending Greater Hartford Connecticut Convention Bureau (GHCVB or CVB). The CVB is transitioning and morphing into a statewide convention bureau. The subcommittee reviewed the two different distinct models and offered their insight and input. The group identified the pros and cons of both, which is contained in the report submitted for discussion.

Either model would require a fully engaged Board of Directors driving the organization. When the subcommittee reviewed the two models it was understood the entity would be marketing outside of Connecticut, and it was also determined that it was just as vital that the entity market inside Connecticut and gain acceptance from all entities within the state. If the CVB model is selected, it is important that it prove to Connecticut that it is not a Hartford-centric organization and that it truly represents the best interests of all of Connecticut.

Kip Bergstrom noted he met with individuals from the CVB along with representatives from Stamford, New Haven, casinos, hotels, and other major meeting venues in attendance; who all expressed support for the idea of a Connecticut Convention Bureau, and believed that Hartford could morph into "Connecticut". The individuals that would have skepticism about whether an entity that was originally Hartford-based could go statewide and represent the interest of those sectors were supportive of the concept and believe it could be done and well served.

Issues and concerns were raised regarding the composition of the future Board, competing bid processes, stakeholder representation, marketing to non-sporting events, existing events, smaller venues, and the business plan and reporting structure of the new Connecticut Convention Bureau.

The CVB has an infrastructure in place – whether or not their mission statement and the staff need to be adjusted in order for it to be sellable to the rest of the State, and the willingness of the CVB to understand that it's role has changed – that they would be statewide and the rest of the State would need to recognize their value. It was requested that the CVB make the same presentation to the SAB, where many of these questions could be answered.

V. Next Steps

1. Jim Abromaitis to send a meeting notice for a special meeting on July 20th for a special presentation by the GHCVB and to raise any questions or concerns members may have.
2. A special meeting should be held at a location other than Hartford. Charlie Dowd offered to host the next meeting at the Webster Bank Arena in Bridgeport.

VI. Organization/Venue Update

- University of Hartford won the bid for the American East for next year.
- There is a new field at Rentschler, a quite summer and will start early August with football.
- XLCenter, looking for a date for a press conference to announce the Big-East officially extended Hartford the Championship. Press conference today announcing the Pro-bull Riders coming to Hartford for the first time ever.
- Next year, Fairfield University will be hosting Webster Arena NCAA Opening-round Basketball, and co-hosting with Yale University Regional Hockey.
- Fairfield County Sports Commission, Newly formed Chelsea Cohen Fitness – annual event. All summer camps in Fairfield County are invited to a special daytrip focusing on childhood obesity and fitness awareness at Norwalk High on August 3rd.
- CCSU construction project will add 2500 seats to the football stadium.
- Webster Bank Arena is undergoing capital projects including redoing all the floors. Will announce shortly the Stanley Cup Champions Boston Bruins will be making an appearance on October 1st against the Islanders.

VII. New & Old Business

None at this time.

VIII. Adjournment

A motion was made to adjourn the meeting.

IX. Next Scheduled Meeting

The next meeting for the SAB is scheduled for July 20, 2011 at 9:30 a.m., Webster Bank Arena, 600 Main St., Bridgeport.