



Connecticut Commission on Culture & Tourism

Arts
Tourism
Historic Preservation

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CONNECTICUT COMMISSION ON CULTURE AND TOURISM

FULL COMMISSION MEETING

Monday, May 2, 2011

1:30 P.M.

One Constitution Plaza
Hartford, Connecticut

MINUTES

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

I CALL TO ORDER

The meeting of the Full Commission was held on Monday, May 2, 2011, at the Connecticut Commission on Culture & Tourism and was called to order.

II. APPROVAL OF MINUTES

On a motion made by Carolyn Cicchetti, second by Ted Yudain, the Connecticut Commission on Culture and Tourism approved the December 6, 2010 meeting minutes as circulated. (Y-8, N-0, A-1 Commissioner Diedrick)

III. CHAIRMAN'S REPORT – Michael Price Reporting

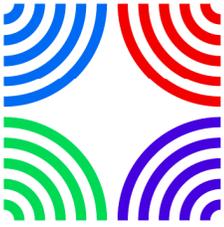
Chairman Price acknowledged the presence of Larry Goodheart who will be attending on behalf of Commissioner Walter Woodward who is on sabbatical; welcomed and introduced Kip Bergstrom newly appointed Executive Director of CCT; and reported on the resignation of Commissioner Walter Fiederowicz.

It was reported in lieu of the Full Commission meeting scheduled on January 10, 2011, the Executive Committee met and approved:

- A. a \$2,000 non-matching grant to the Hartford Public Library (HPL) to support performances at the first Connecticut Book Festival to be held on May 21 and 22, 2011 at the Greater Hartford Campus of the University of Connecticut;
- B. Charles Costa of Madison as Connecticut's 14th State Troubadour. He will serve a two-year term 2011-2012 and receive an annual stipend of \$2,500, total not to exceed \$5,000;
- C. Approved two (2) survey and planning grants to: Deep River Historical Society Resource Inventory for \$20,000; and Amistad Committee, Inc. Connecticut Freedom Trail Research Report, Black Panther Movement in New Haven and Associated Historic Sites for \$20,000; and
- D. Approved a fellowship grant to Whitney Bayers totaling \$5,000.

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The Executive Committee met on February 8th, March 8th and April 5th and approved the following items:

- A. interest earnings of the Connecticut Endowment Fund Fiscal Year 2010 to 102 eligible organizations;
- B. a grant in the amount of \$3,125 to the Town of Putnam for the Northeast Regional Cultural Assessment Project – Phase II;
- C. four (4) Survey and Planning Grants totaling \$69,700.00;
- D. 31 Co-Operative Marketing Grants for Fiscal Year 2011 totaling \$567,601;
- E. two (2) Survey and Planning grants totaling \$29,900.00;
- F. ten (10) Strategic Initiative grants totaling \$176,900.00;
- G. eighteen (18) Marketing challenge grants totaling \$282,350.00;
- H. Elisabeth McBrien as the Design & Information Fellow for the period April 6, 2011 to April 5, 2012;
- I. Michael Stotts for the 2011 Elizabeth L. Mahaffey Arts Administration Fellowship; and
- J. two (2) Survey and Planning Grants to New Canaan Preservation Alliance Historic Resource Inventory Downtown Phase 2 and Preston Historical Society Historic Resource Inventory Town-wide, both in the amount of 20,000 ea.

IV. REPORT OF THE EXECUTIVE DIRECTOR – Kip Bergstrom Reporting

Kip Bergstrom noted before he officially started with the agency – a group was formed with key individuals in the industry to raise \$1 million in funding for a Spring/Summer Quick Start Tourism Marketing Campaign leveraging existing core programs in CCT. The summer marketing plan was distributed to the Full Commission and is incorporated into the minutes.

With current funds raised will be utilized towards a set of email newsletters; an income generating sweepstakes campaign, some funding for Open House Day, and regional public relations.

The prospect of receiving \$15 million each fiscal year will not be appropriated until July 1st. If the State had not found away to couple together a program from in-house funds and leveraging outside dollars – we would have missed the summer season.

CCT has started the process for the selection of a new agency for the \$30 million 2-year marketing program. With the issuance of a Request for Proposal (RFP) we are

V.



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