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**Full Board Meeting Minutes**

Northwest Connecticut Convention & Visitors Bureau  
May 16, 2007 at 12:00 PM at  
Fife 'n Drum Restaurant & Inn  
53 North Main Street, Kent, CT

The **regular meeting** of the **Full Board** of the Northwest Connecticut Convention & Visitors Bureau was held on Wednesday, May 16, 2007 at the Fife 'n Drum Restaurant & Inn, 53 North Main Street, Kent, CT The meeting officially started at 12:10 PM. Presiding was Chairman Dan Bolognani, and the following were present:

Board:	Lynn Baker – Industry Rep.	Dan Bolognani – Salisbury
	Lisa Carew – Watertown	Jeff Dunn – Industry Rep.
	Ed Edelson – Southbury	Ralph Gorman – Industry Rep.
	William Greenman – New Milford	Bianca Griggs – Cornwall
	Walter Irvine – Industry Rep.	Merialis Lewis – Sherman
	Violet Mattone – Bethel	Beth Molinaro – Industry Rep.
	Mae Schmidle – Newtown	Pauline Simring – Kent
	Richard Skilton – Morris	Paul Tontini – Seymour
	Marianne Vandenburg – Waterbury	Jennifer Wolinski – Industry Rep.

Staff: Heather Eyre, Jim Whitney

Absent	Gina Ash – Prospect	Bucky Brown – North Canaan
Members:	Theresa Clifford Dunlop – Burlington	Louise DeMars – Bristol
	John Frantzis – Middlebury	Scott Heth – Sharon
	Candace Jones-Pacholski – Harwinton	Bill Kuehn – Plymouth
	Barney Laschever – Goshen	Lillian Ludlam – New Hartford
	Pat Najarian – Wolcott	Jerry Nardone – Warren
	Patricia Ubaldi-Nurnberger – Woodbury	George Wilber – Colebrook
	Dan Williams – Winchester	Janet Serra - Staff

Public: There was no public participation.

Jim Whitney reported that Janet Serra was unable to be at the meeting due to having meetings with travel writers today.

Approval of Minutes: A motion was made by Jeff Dunn, seconded by Marianne Vandenburg, and unanimously approved to accept and put on file the minutes of the February 21, 2007 regular full board meeting as presented.

Treasurer Report: Jim Whitney presented the Treasurer's Report. There was nothing significant to report. There being no questions regarding the financial report, a motion was made by Jeff Dunn, seconded by Pauline Simring and unanimously approved to file the Treasurer's Report for audit.

Jim Whitney reported that the 2007 – 2008 Budget had to be submitted to the State by the end of April, of which the board was provided with a copy. He noted that while this is normally reviewed by the Executive Committee, the Committee was unable to meet and therefore he had submitted the budget to Violet Mattone,

Treasurer and Dan Bolognani, Chairman for their approval before submitting it to the State. He noted that the State Tourism Subcommittee had met the day before and had reviewed the budgets from the five districts. He noted that the NWCCVB had the lowest administrative percentage at 10.42%, which is required to be under 20%, and the second highest marketing investment over the other districts. These were both very impressive numbers in regards to the budget. He reported that it would go to the full commission on June 6<sup>th</sup> and did not anticipate any problems. Marianne Vandenburg asked if the budget was similar to last year. Jim Whitney reported that the budget was done at the same level as last year, but did note that they were facing a \$200,000 cut in funding, which would be discussed during the Legislative Relations Report.

There was a discussion regarding the funding generated by selling the ads for the Unwind brochure. Jeff Dunn questioned if it would be better to extend the piece for a longer period of time. Jim Whitney reported that it would start to get old due to business changes, and that that would just drag out an already long process involved with getting the Unwind brochure printed.

Jim Whitney reported that the audit had been completed and a copy had been provided to the Executive Committee for their review. He noted that the auditor felt that the organization was doing a very good job with regards to their financial procedures. She noted a few minor things that needed to be handled, most of which had already been taken care of. The final thing to be completed was for the organization to open another bank account to house the private funding that was received by the organization, such as money generated from events or reimbursable funds.

Legislative  
Relations:

Jim Whitney reported that there were currently three budgets on the table. There is the Governor's Budget, which leaves the districts alone; The Republican House and Senate Caucus Budget, which also leaves the districts alone; and the Democratic Budget, which cuts the funding by \$200,000. He noted that the NWCCVB had sent out emails requesting Board Members to contact their legislators requesting that the Tourism Districts' funding be left alone. Jim Whitney reported that currently the legislature is being controlled by the Democrats, however there were 10 people who were going to be making the decisions regarding the Budget. These were the 10 people that needed to be focused on to be contacted to request that they restore the funding to the current level. He noted that they have been at the same level for three years with rising costs. He noted that the legislators do not want to hear from the directors of the districts but rather from the constituents who use the districts' services. He reported that Bill Malitsky said that these budget cuts are a very real possibility and to please contact one of the key legislators that he gave to the board.

Ed Edelson questioned if there was anything happening with the possibility of putting Tourism under the Department of Economic Development. Jim Whitney reported that it was a task force that was studying the issue but would probably not have any conclusions until the end of the year.

Richard Skilton inquired as to whether the cut was specifically from our district or if it was equal. Jim Whitney reported that the cut was of equal amount of \$200,000 from each district, as well as \$200,000 from the State.

Marianne Vandenburg commented that it appears that our district feels the cut more as we are a larger region. She commented that the size of the district should be considered when making these sort of budget cuts.

**Old Business:** Dan Bolognani reported that the Heritage Area was in the process of identifying an Executive Director and hoped to have their federal funding next year.

**Staff Reports:** Jim Whitney reported that the Staff Reports from Janet Serra and himself had been sent out for their review. He stated that as time was running short and Committee Reports needed to be heard that if there were any questions, to please let him or Janet know.

**Committee Reports:** Marianne Vandenburg reported that the next Marketing Committee meeting would be held on Wednesday, May 23, 2007 at 9:30 a.m. at House on the Hill Bed & Breakfast in Waterbury. She reported that the meeting would be held to review the budget allocated for Marketing and to see if we would like the NWCCVB to go into any different directions.

Merialis Lewis reported that there was nothing to report from the Personnel/Nominating/Board Development Committee. Dan Bolognani reported that he had emailed two nominations to Merialis Lewis for new Industry Representatives for the Full Board. One is Marilyn Alduni Plaskiewicz, who is from Torrington and works with the Warner Theatre. The other nomination was for Lynn Baker of the Litchfield Inn. He provided a biography for both candidates to the Board. A motion was made by Marianne Vandenburg, seconded by Lisa Carew, and unanimously approved to accept the new nominations to the Northwest CT CVB board as presented.

Dan Bolognani also reported that he would like every board member to become a member of one of the Committees, which include Marketing, Personnel/Nominating/Board Development, By-Laws, Legislative, and Financial. He reviewed the members who were currently signed up for a committee and which committee they were listed on. He noted that he would like to hear from Board Members as to their choice of Committee and that he would choose to assign those who did not respond based on what he knows of them. He also stated that he would like to see each of the Committee Chairs engaging the other directors in their Committee's work. A discussion took place regarding Committee procedures and Dan Bolognani stated that each Committee procedure should be set by that Committee's Chairperson.

Dan Bolognani reported that the By-Laws Committee has been meeting and working through their concerns with the By-Laws as they currently are as there

were a number of holes within the By-Laws. He reported that the committee should have a list of their recommendations for the next Board Meeting in August.

Adjourn: The meeting adjourned at 1:32 PM.

Respectfully submitted,

Heather Eyre  
Secretary pro tem

cc: Board Members  
City/Town Clerks