



Mystic Country

Eastern Regional Tourism District (ERTD)  
Executive Committee  
Approved Meeting Minutes

Thursday January 7, 2021 9:00 a.m. Zoom

Attendees: Jim Bellano, Tracey Hanson, Bob Boissevain, Bruce MacDonald, Jill St. Clair Fritzsche, Chris Regan, Randy Fiveash

Guests: Courtney Assad, Tony Sheridan, Dave Quinn, Bruce Flax

1. Call to Order 9:01AM

Jim recommended a letter of condolences for Jason Vincent's passing.

2. Approval of Minutes 12-03-2020 Meeting

Bruce moved to approve the minutes, seconded by Chris, the vote was taken 5-0-1, motion approved. Tracey Hanson abstained.

3. Board Chair Report

Jim discussed the efforts to wrap up the FY21 Contract and the Private Fundraising Plan. He will be focusing on attendance and appointments this year.

4. FY21 Private Fundraising Plan

Jim discussed that the plan was worked on with the Connecticut Office of Tourism to create a plan that is acceptable to their office. Randy discussed the contract approval process and stated that \$300K is now available for disbursement and this is the last document that is required for the contract approval. No funds will be held over into FY22. Bruce asked how or if the plan impacts the current Regional Marketing Partnership Program. Jim stated that he does not believe this impacts the program, as it states it will continue. Chris expressed that he feels there will be impact by asking the same audience for other opportunities. Randy reiterated that the plan can not consist of one element and must be varied in approach. Jill expressed that she did not feel the process allowed for enough committee feedback and expressed concern with the cultural heritage sponsorship. Bruce asked for clarification on how non-profit venues can participate. Randy further clarified that the matching grant program cannot be the

only approach for private fundraising. Jill and Chris stated their oppositions to components of the program. Tracey expressed her support of the ideas in the plan and sees it as a way to move forward. Jill expressed changing the language to include all partner platforms so it is not limited to chambers and the committee discussed agreement. Dave Quinn asked about the marketing committee's involvement in the fundraising plan. Jim explained that there will be cross membership and communication.

Bruce moved to approve the FY21 Draft Fundraising Plan as amended, seconded by Tracey, the vote was taken, 5-1, motion approved. Chris Regan opposed.

### 5. Committee Chair Updates

- a. Finance
  - i. Mystic Chamber Invoices

Bruce Flax is currently working on preparing an invoice for the months following August and working with the Eastern Chamber on what the Mystic Chamber will be providing as a service moving forward.

- b. Marketing - no report
- c. Bylaws - Tracey would like to schedule a meeting soon.
- d. Nominating - Need a new chair for Legislative Advocacy. Bob will be following up with those whose appointments are coming to the end of a term.
- e. Legislative Advocacy - Need a new chair.

### 6. Administrator Report

Tony recommended advocating for additional funds from the state to supplement matching grants for each region and expressed that the metro chambers support. Bruce moved to add an item requesting an additional \$100k from the state on the agenda, seconded by Chris, all in favor 6-0, motion approved.

- a. Request additional \$100k from legislature - Bruce moved to approve the letter, seconded by Chris, all in favor 6-0, motion approved.



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Tony discussed that insurance for the District has been secured per the state contract. The Chamber is also working on a policy and procedure manual for review by the board to keep operations consistent.

### 7. Connecticut Office of Tourism Update

Following the lead of major brands on communication after yesterday's attack on the capitol. About 600 restaurants have closed in Connecticut to the point they will unlikely re-open. The government has tried their best to uphold their support of the industry. The state is continuing their efforts to market the state locally and continue to be responsive.

### 8. Other Business

### 9. Adjournment

Bruce moved to adjourn, seconded by Tracey, all in favor 6-0, the meeting adjourned at 10:10AM.