



Mystic Country

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

Thursday February 4, 2021 9:00 a.m. Zoom

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

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

1. Call to Order 9:01AM
2. Approval of Minutes 01-07-2021 Meeting

Bruce moved to approve the minutes, seconded by Chris, all in favor 5-0, motion approved.

3. Board Chair Report

Jim discussed grant opportunities that have been put out by DECD and questioned if anyone knew any hotels that received the grant. Information was released by town, but DECD could not release the names. Jim stated the focus has been on completing the state contract this past month.

4. Committee Chair Updates

- a. Finance

Bruce moved to approve adding the financial reports to the agenda, seconded by Chris, all in favor 5-0, motion approved.

Financial Reports - Bruce moved to approve the financial report, seconded by Chris, all in favor 5-0, motion approved.

Mystic Chamber Invoice Approval - Jim stated they have received the invoice and would like review it further in an Executive Session at a special meeting. The committee discussed the brochure work and got some clarifications. The committee discussed the contract and working to align approval of invoices to it.

Chris Regan left the meeting.

Audit - The audit has been completed and submitted to OPM. Three deficiencies from last year have been resolved.

- b. Marketing - The committee has approved the strategic digital marketing plan with flexibility to adapt as needed. Dave Quinn provided an overview of the digital plan.
- c. Bylaws - no update
- d. Nominating - Jill has been able to Ellen Silberman from Union has agreed to join from Union, and Angela Adams will likely represent Norwich. Another round of letters will be sent to the towns with vacancies.
- e. Legislative Advocacy - Bruce asked about the Arts, Culture, Tourism Caucus meetings. Tony reported they have new co-chairs but have not scheduled a meeting yet. The Chamber will be meeting with legislators next Friday and will invite the ERTD. The Chamber also has a new legislative tracking software which they can use to track tourism bills.

5. Administrator Report

a. Draft Financial Policies

The FY21 Contract has been submitted as well as the Audit and Tony thanked Courtney for her work on the process. The committee echoed this. The executed documents will be shared once received back from the state. They are also working on draft financial policies which should be ready for discussion at the next meeting.

6. Connecticut Office of Tourism Update

The COT will be sharing a one page strategy documents with the Districts for their marketing teams.

7. Other Business - Jim discussed that the Southeastern Cultural Coalition is now serving as the DRSO for the CT Office of the Arts and how that will affect the region.

8. Adjournment



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Jill moved to adjourn, seconded by Bob, all in favor 4-0, the meeting adjourned at 9:44AM.