



Mystic Country

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

Thursday June 3, 2021 9:00 a.m. Zoom

Attendees: Jim Bellano, Tracey Hanson, Bruce MacDonald, Jill St. Clair Fritzsche, Cathy Barnard

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

1. Call to Order 9:00AM
2. Approval of Minutes 05-06-2021 Meeting  
Tracey moved to approve the minutes, seconded by Chris, all in favor, motion approved.
3. Board Chair Report  
Jim discussed the meeting format moving forward and asked everyone about their feelings with hybrid meetings. Jill recommended surveying the board. Bruce stated he is favorable to hybrid, but will go with the board. Jim introduced Cathy Barnard, new Legislative Advocacy Chair. Jim discussed making a concerted effort to encourage board member participation in the committees.
4. Treasurer Report  
Tracey moved to approve the financial reports, seconded by Bruce, all in favor, motion approved.
5. Media Buy Proposal Approval  
Dave Quinn presented the proposed breakdown of spending.  
Cathy moved to approve the media buy proposal, seconded by Tracey, all in favor, motion approved.
6. Committee Chair Updates
  - a. Finance - still looking for an assistant treasurer
  - b. Marketing - they received four applications for the regional marketing partnership program totaling \$40,000. The executive committee discussed extending the RMPP deadline. Bruce moved to extend the deadline to

5:00pm June 17, seconded by Chris, all in favor, motion approved. The committee discussed timing of the grant spend and trying to keep it in line with the seasons as best as possible.

- c. Bylaws - The committee met to discuss a proposed addition to the bylaws. Bruce moved to approve the bylaw amendment, seconded by Jill, the vote was taken 5-0-1, Tracey abstained, motion approved. If SB430 is passed, the bylaws will need to be amended to reflect.
  - d. Nominating - Bob has resigned and they are looking for a replacement chair.
  - e. Legislative Advocacy - Cathy is new and will be getting started.
7. Administrator Report

Courtney discussed the focus on wrapping up the fiscal year as well as supporting the Regional Marketing Partnership Program and Photo/Video RFP processes this month. Hopefully all this work will put the Board on a good track going into FY22.

8. Connecticut Office of Tourism Update

Rose thanked Bruce for their support with a PR request. Christine spoke about their media campaign and the widespread news of tourism in Connecticut. The #CTDrinksOnUs campaign went well with a lot of traction. They will take the same approach with the kids free to museums for the summer. They are still working through how the additional funds from the state will be allocated and what the final amount will be. Dave Quinn spoke about the City of New London campaign and their video project. The committee discussed welcome efforts and the state discussed their related projects. They will be putting out a call for Big E volunteers soon.

Bruce moved to enter Executive Session, seconded by Cathy, all in favor, motion approved.

The committee came out of Executive Session

9. Administrative Partner Selection



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Motion to approve the proposal of the Chamber of Commerce of Eastern Connecticut for Administrative Partner to the ERTD, subject to an approved contract, whose terms and scope will be in concert with the District's mission and goals.

Moved, Bruce, Seconded Tracey- Affirmative- Bellano, Hanson, McDonald.

Negative: Regan. Abstention: Barnard. (Jill had to leave the meeting)

### 10. Adjournment