



Mystic Country

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

Tuesday August 6, 2020 9:00 a.m. Zoom

Attendees: Jim Bellano, Tracey Hanson, Bob Boissevain, Bruce MacDonald, Jill St. Clair Fritzsche, Chris Regan, Ed Chmielewski, Randy Fiveash (Ex-Officio)

Guests: Courtney Assad, Tony Sheridan, Peggy Roberts, Carly Myers, Dave Quinn

1. Call to Order 9:01AM
2. Approval of Minutes 06-30-2020 Meeting

Jill moved to approve the minutes of the 06-30-2020 meeting, seconded by Bob, all in favor, motion approved.

3. Board Chair Report

Jim discussed that most effort has been focused on the Marketing plans for this year. There is a focus on gathering content and new photography and videography assets for the region. Jim recommended opening up to an RFP and trying to fill the database. Dave stated that it is a priority given that the assets obtained from the previous administration were not valuable. Tony mentioned that The Day has a large collection of photography that could be useful. Dave stated that though they have a large collection with great views of the region, it doesn't depict the story as a staged photo would. Jim discussed being broad and getting different views of the region from additional perspectives. Randy recommended being strategic with creative assets and creating imagery specific to campaigns to mitigate waste.

4. Committee Chair Updates
 - a. Finance - Jill stated that there has not been much change other than the Makiaris funds being returned. There is an effort to establish online banking access to make the close of month process quicker so it can be provided for the meeting.
 - b. Nominating - Bob gave an update on our current standing. We have three coming up for re-election in January 2021 and 11 vacancies among municipalities. We have eight industry members that were elected at the June Annual Meeting. Jim said he would work on following up with the towns that are still missing appointments. Bob asked if they would like to

pursue additional industry members which can affect quorum. Jim said the focus will be on the municipality appointments and filling vacancies.

- c. Legislative Advocacy - Members appointed, but have not met yet.
- d. Bylaws - The committee was tasked to look at a section on the number of members from municipalities, but the bylaws have been approved.
- e. Marketing - Regional Marketing Partnership announced and being shared with the region. The marketing committee will be meeting weekly starting next Friday to assess applications. The focus is on spreading the word on the availability of funds. Jill presented a proposed evaluation chart for assessing the proposals.

5. Administrator Report

Tony stated that he spoke with Ed Dombroskas and he recommitted to returning the computer within two weeks, and asked the board for guidance if it does not happen by then. Jim said he would follow up with him if it does not come through. Tony asked about the lighted board display at the Mystic Shoreline Visitor Information Center and discussed whether the tourism district would like to take that over. Jill recommended bringing the item to the full board for a larger discussion on participating in. Jim stated he feels the District should be a part of this and feels that the Chamber has been doing this in the absence of the District. Bruce moved to pay the bill to the Mystic Shoreline Visitor Information Center in the amount of \$1,895, seconded by Chris, the vote was taken all in favor, motion approved.

6. Connecticut Office of Tourism Update

Randy stated they are currently compiling statistics on their marketing campaign and will send those on to the District when they are ready. The campaign has gone well so far with a wide reach. Their office is working with the District on the FY21 Contract and the money will be ready for the first disbursement when the contract has been signed. As an industry everything is down, but the campaign does appear to be helpful and they have not received any negative feedback from the media on advertising the state. Jim discussed reinforcing the value of CTVisit with the board so they can communicate back to their towns. Randy recommended the state providing a session specific to the website for anyone interested.



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7. Other Business

8. Adjournment

Tracey moved to adjourn, seconded by Chris, all in favor, motion approved. The meeting adjourned at 10:03AM.