



Mystic Country

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

Thursday September 3, 2020 9:00 a.m. Zoom

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

Guests: Courtney Assad, Tony Sheridan, Peggy Roberts

1. Call to Order 9:06AM
2. Approval of Minutes 08-06-2020 Meeting

Tracey moved to approve the minutes of the August 6, 2020 meeting, seconded by Chris, all in favor, motion approved.

3. Board Chair Report

Jim spoke about the Marketing Committee's efforts on the Regional Marketing Partnership Program and applauded their work so far. Jim stated his focus will be on the Legislative Advocacy committee membership and beginning meetings. He is also working to fill municipal appointments, finance committee and the Assistant Treasurer position. Betsy Ritter has had to resign and the board will need a new Waterford appointment.

Ed Chmielewski arrived and was seated.

4. Regional Marketing Partnership Program Application Approvals

Chris Regan recused himself. Jill moved to approve the ThinkMystic Partnership Program Application, seconded by Tracey, all in favor, motion approved. Chris Regan was seated again.

Chris Regan moved to approve the Wide Open Spaces Partnership Program Application, seconded by Tracey, all in favor, motion approved.

Dave Quinn stated they are working on a press release to announce the first two program awards. Tony discussed adding the positive news about the direction of the District.

## 5. Committee Chair Updates

### a. Finance

Ed moved to approve the financial reports, seconded by Chris, all in favor, motion approved.

### b. Marketing

Chris stated that they have been working hard on the Marketing Partnership Program and are doing their best to spread the word about the program.

### c. Bylaws

No update. The committee discussed policy and putting together policies for approval by the board for operations.

### d. Nominating

Bob stated we have ten municipal vacancies. Ed stated he would be happy to help with reaching out to towns as well as Tracey.

Bruce MacDonald arrived.

### e. Legislative Advocacy

Jim spoke about having more members that are in municipal government be added to the committee. Ed will work on calling a meeting. Tony discussed looking into TrackBill software as an investment to stay on top of legislative updates.

## 6. Administrator Report

Courtney spoke about the process for the FY21 Contract submission and the work being done to prepare documents for board approval. Tony discussed communicating with legislators and the TravelStorys program that will be presented to the Marketing Committee. Tony spoke about brochure distribution and displays and identifying some northern displays.

## 7. Other Business



## Mystic Country

Jim spoke about getting content to Quinn and Hary from their commercial shoot and getting the raw footage. Peggy stated they have some footage from their Floatchella event to share. The committee discussed the print brochures that had been developed by the District and getting them updated and reprinted. Peggy recommended creating a piece on breweries and wineries. Tony discussed that he had not heard back from Ed Dombroskas on the ERTD computer and asked Jim to reach out. Tony also talked about the Tourism Marketing Boot Camps and CHAT Eastern Region program for industry education. Tony recommended hosting a walking tour of the Airline Trail and bringing more attention to it.

### 8. Adjournment

Bruce moved to adjourn, seconded by Ed, all in favor, the meeting adjourned at 10:03AM.