



Mystic Country

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

Thursday October 1, 2020 9:00 a.m. Zoom

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

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

1. Call to Order 9:01AM
2. Approval of Minutes 09-03-2020 Meeting

Bob moved to approve the minutes of the September 3, 2020 meeting, seconded by Chris, all in favor, motion approved.

3. Board Chair Report

Jim stated that his points would be addressed in the agenda.

4. Regional Marketing Partnership Program Approvals - ACTION REQUIRED
 - a. Bed & Breakfasts of Mystic Coast & Country

Bruce moved to approve the application, seconded by Jill, all in favor, motion approved.

- b. New London Unity Initiative

Jill moved to approve the application, seconded by Jill, Bruce asked for clarification on the match calculation. Chris asked Randy about the use of outside websites in the regional marketing partnership program campaigns. Randy stated that in the contract it states that the districts must use the state website as their platform. He stated that other regional sites can be funded privately, it is not appropriate for the state to fund competing sites. Randy stated that the state website is a robust platform that can be used by any partner to work with the state. Randy stated that this fund is due to leftover monies from FY19 and 20, and the committee should keep in mind this fund will be much smaller in the future so projects must be sustainable. Jim stated that these are third parties and it is likely applicants will use their existing platforms and the contract the District has is between the District and the state, not these third parties. Tracey stated it is difficult to use the state website to promote destinations in this way. Jill stated

that these still websites still provided linkages to the state website. Randy reiterated that they will not allow state funds to be spent on other websites and that CTVisit can be used for their purposes. Bruce asked for a list of items that the state won't fund. Randy explained that anything disallowed would be in the state contract. Randy said the state is willing to hold sessions on utilizing the state website for any area interested. Jim asked whether private dollars can be used on website development and state dollars on media and campaigns. Randy stated that established websites can be used but new websites can't be developed for destinations. Chris asked for clarification on the implementation of that statement to understand what the threshold is. Tracey asked for clarification on whether the BBMC application would be approved by the state. Randy said he has not reviewed it yet. Tony and Randy discussed the contract and structure. Jim asked for clarification of whether the private match dollars can be used for their website and the state dollars be used for other parts of the marketing campaign. Randy stated that may work but would need to see it in writing. Jim recommended tabling the applications for the budgets to be modified.

Bob moved to withdraw the BBMC approval and table the New London Unity Initiative application, seconded by Tracey, all in favor, motion approved.

Bruce left the meeting.

5. Policy Adoption - ACTION REQUIRED

a. Conflict of Interest Policy

Jim presented the draft policy and explained the purpose. Tracey moved to approve the policy, seconded by Bob, all in favor, motion approved.

b. Regional Marketing Partnership Program Applicant Policy

Jim discussed that this year we have a large pool of funds this year and has been applied for by people close to the board and this will resolve itself more by the limited funds in the future. Jim discussed the administrative partners and the application this year. Jill discussed her opposition to administrative partners applying for award grants and feels they have been compensated already through their budget. Chris stated he would abstain to avoid any perceived conflict. Tracey stated that she does not feel there is conflict because the monies the ERTD is paying the partner is for their work and separate from a grant award. Bob stated that he is torn and would like to digest more. Tracey asked whether the policy should be adopted by the full board. The committee agreed it should.

Chris moved to forward the policy to the Board of Directors for their next meeting, seconded by Jill, all in favor, motion approved.

6. FY21 Budget - ACTION REQUIRED

Jill discussed potentially moving the funds from FAM visits and trade shows to other line items. Courtney discussed that these opportunities are likely to move forward in the Spring and if they do not the funds can be adjusted. The committee discussed the line items.

Jill moved to approve the budget with one amendment to move \$9,000 from Trade Shows and Promotions to Regional Marketing Partnerships , seconded by Chris, all in favor, motion approved.

Jim, Tracey and Randy left the meeting.

7. Committee Chair Updates

- a. Finance - no update.
- b. Marketing - Jill discussed that Norwich has applied and recommended extending the deadline for submissions at the next meeting.
- c. Bylaws
- d. Nominating - Bob reviewed the standing of municipal appointments. He will be reaching out to vacancies.
- e. Legislative Advocacy - they have not met yet. Tony recommended moving this forward and having a trip to Hartford if allowed.

8. Adjournment

Bob moved to adjourn, seconded by Chris, all in favor, the meeting adjourned at 10:43am.