



Mystic Country

ERTD Marketing Committee
Minutes
August 21, 2020 9:00AM
Zoom

Attendees: Chris Regan, Tyra Penn-Gesek, Stephen Gencarella, Jill St. Clair, Bruce MacDonald, Fran Kefalas, Wendy Russell, Peggy Roberts, Dave Quinn, Tony Sheridan, Courtney Assad

1. Regional Marketing Partnership Program Process

Jim discussed the review process and the late submission of the first proposal. He stated he spoke with Jill and Tyra to review the process and make sure that they had sufficient time to review the application. Jim recommended tightening up the process by giving sufficient time to review applications and disclosure of partners and contractors. Jim also discussed having the scoring system that Jill created completed for each applicant in writing. Tony expressed his agreement and the Chamber has drafted a procedure for approvals. Randy spoke about the process and being transparent with state money and adhering to guidelines. Randy expressed that some items in the guidelines were not adhered to due to the language in the proposal. He recommended edits be made to the proposal to bring clarification to the proposal and have the committee vote on the proposal. Tyra spoke about the fact that many of the people on the board and part of the committees are those heavily involved in tourism, so it is likely there will be a perception of conflict with many proposals. Randy spoke about just cleaning up the process to make sure it is fair and even. Jim spoke about perception of conflict and making sure that partners and vendors are disclosed so that everyone is aware of what they are voting on. Bruce stated that he feels the proposal met the criteria for the program, but to eliminate any perception of conflict the proposal should be evaluated against the checklist and scoring system and vote on the proposal again. Fran stated she appreciates digging deep and making sure we have a clear process and adopting a rubric and while she supports Chris's proposal she agrees it should be scored and voted on again. Jim spoke about whether or not to vote on the proposal again. Chris expressed his support for tourism and explained that fundraising and bringing in stakeholders is not finite. Chris spoke about his dedication to this program and feels that their proposal adheres to the guidelines. Tyra stated that there should be consistent evaluation so resubmitting and being scored under the rubric would provide that. Jill said she feels comfortable with the vote as it was taken last week but some modifications should be made. Bruce stated he feels Chris has been transparent but feels that the process is important. The committee discussed the timeline and approval policy. It was discussed that the Executive Committee must have a final review in order for funds to be awarded. Courtney made changes to the draft policy and will send it out to the committee for another review.



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Bruce moved to adjourn, seconded by Tyra, all in favor, motion approved.