

**Eastern Regional Tourism District (ERTD)
Board of Directors - Regular Meeting
MEETING MINUTES**

Thursday, March 10, 2022

Attendees: Bruce MacDonald, Jill St. Clair, Jim Bellano, Tom Borner, Charlie Tracy, Christine Strick, Katharine Brody, Todd Babbitt, Angela Adams, Ann Lojzim, Cathy Barnard, Delpha Very, Fran Kefalas, Gina Kunst, Jordan Lumpkins, Laura McCabe, Laurie Masciandaro, Mia Mitoma, Bruce Flax, Stephen Gencarella, Tracey Hanson, Tyra Penn-Gesek, and Wendy Russell
Guests: Rachel Lenda, Courtney Coates, Tony Sheridan, Dave Quinn, and Rose Bove

1. Call to Order 9:00AM
2. Approval of Minutes 12-9-2021 Meeting Minutes
 - a. Item 6 – paragraph A, fix the typo. Motion to accept the minutes: Tom Borner, Charlie Tracey second. Further discussion – all in favor, no opposition, Jordan Lumpkins abstention.
3. Board Chair Report
4. Treasurer Report
 - a. Bruce moved to approve the financials, Charlie seconded, all in favor, motion approved.
5. Committee Chair Reports
 - a. Finance - no further updates
 - b. Marketing - discussed RMPP, brochure creation, and distribution. Share the decks with the board from Quinn and Hary
 - c. Bylaws - will be meeting soon, working on bylaws change to create a standing committee for a grant committee, may have bylaw changes for a standing committee of the destination naming could be potential in the future.
 - d. Nominating - Todd Babbitt went through vacancies
 - e. Legislative Advocacy - no report
6. Discussion and Action: Three Destinations within the Eastern Regional Tourism District - *recommendations from Ad Hoc Subcommittee, Reference Memo*
 - a. Tom Borner moved to approve the boundaries as presented, seconded by Charlie, all in favor, motion approved.
7. Media Agency Report - Quinn & Hary
 - a. Dave Quinn provided an update on the marketing plan for Spring/Summer 2022 with the theme “Take the Scenic Route.”

8. Connecticut Office of Tourism Update

- a. Rose Bove reported on the upcoming strategic plan work and changes to the state website. The COT is also going to be working with the Districts for representation at trade shows.

9. Administrator Report

- a. Rachel Lenda will be going on maternity leave shortly and Courtney Coates will be returning to provide support on a part time basis for her role until she returns mid-June.

10. Other Business

11. Adjournment

- a. Bruce moved to adjourn, seconded by Charlie, all in favor, motion approved. The meeting adjourned at 10:01AM

DRAFT