

**Eastern Regional Tourism District (ERTD)
Executive Committee**

Minutes

Regular Meeting

Thursday, April 7, 2022 - 9:00AM

Attendance: Jim Bellano, Bruce MacDonald, Tracey Hanson, Jill St. Clair, Cathy Barnard, Bruce Flax

Guests: Courtney Coates, Tony Sheridan, David Quinn, Rose Bove

1. Call to Order 9:02AM
2. Approval of Minutes - March 3, 2022
Jill St. Clair moved to approve the minutes, seconded by Bruce MacDonald, all in favor 6-0, motion approved.
3. Board Chair Report
Jim discussed the nominating committee coming together to meet and discuss officer elections and vacancies. Jim spoke about the destination naming process and asked for an update. Tracey spoke about the Destination One naming efforts, they have been meeting and have sent a poll to their destination members to narrow down to their top couple of choices. Bruce stated he has been in touch with those in destination two and is trying to come up with some. The committee discussed keeping the names geographically focused. Chris has held one small meeting with the Seaport and the Aquarium for destination three, but needs to have a wider meeting.
4. Treasurer Report
Tracey Hanson moved to approve the financial statements, seconded by Cathy Barnard, all in favor 6-0, motion approved.
5. Committee Chair Updates
 - a. Finance - Jill discussed the plans for brochure print and distribution and will have this for the next meeting. Jill discussed the media agency RFP process. Jill presented the proposed FY23 budget and explained the changes from last year. Jill discussed putting unspent funds in May towards a media buy. Jim asked about trade show funding. Jill said the committee is focused on digital media, but there is some flexibility for trade show funding. The state has encouraged the districts to be involved in trade shows next year. They will be providing further information on shows and their pricing.
 - b. Marketing - meeting postponed until April 22
 - c. Bylaws - no update
 - d. Nominating - need to meet
 - e. Legislative Advocacy - no report

6. Administrator Report

The transition from Rachel to Courtney went well. Courtney reminded the destinations to touch base if they need assistance in setting up meetings. Tony discussed the upcoming Tourism Advisory Council meeting. Tony discussed a consumer mailing list with Mohegan Sun.

7. Marketing Agency Update

Dave Quinn stated the campaign is off and running well. Dave asked about the budget for additional visual assets for this year. They have upcoming shoots from prior year funding. Tony discussed updating the Welcome to Eastern CT video.

8. Connecticut Office of Tourism Update

Rose stated they are now hiring for the state welcome centers for the season and submitting collateral. She is in need of referrals for the West Willington location. Rose discussed the upcoming Tourism Advisory Council meeting. They will have reports on their winter campaign being released next week. CT Open House Day will continue in June. They are also working on their content marketing and influencer campaigns. There will be new categories added to the upcoming website update for late fall. The state is encouraging the Districts to join them at an upcoming trade show of their choice. Bruce MacDonald asked if the website has been doing well since COVID. Rose stated they have not had funding for a winter campaign in recent years so they expect numbers to be strong. Dave asked about the website updates. Rose will circle back with answers. The committee discussed the strategic plan and will be in touch with developments.

9. Other Business

Bruce Flax discussed the Mystic Drawbridge's 100th anniversary efforts. Jill asked about the officer election process and asked about sponsorship from Electric Boat to update the Welcome to Eastern CT video.

10. Adjournment

Bruce MacDonald moved to adjourn, seconded by Tracey Hanson, all in favor 6-0, the meeting adjourned at 10:07AM.