

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

Minutes

Regular Meeting

Thursday, May 5, 2022 - 9:00AM

Attendance: Jim Bellano, Jill St. Clair, Bruce MacDonald, Chris Regan, Tracey Hanson
Guests: Tony Sheridan, David Quinn, Sinead Roche, Rose Bove

1. Call to Order 9:04AM
2. Approval of Minutes - April 7, 2022
Jill St. Clair moved to approve the minutes, seconded by Bruce MacDonald, 4-0-1, motion approved. Chris abstained.
3. Board Chair Report
Jim discussed the officer terms and explained that the current officers are eligible for a final one year term for next year. The nominating committee will meet to further discuss the process. The committee discussed the overall brand of the region and how it interacts with the destination names.
4. Marketing Agency Update
Dave Quinn provided an update on the digital marketing campaign and its successes. The committee discussed the destination naming impact on marketing and the state website.
5. Selection of Destination Names for Full Board Approval
Jill moved to approve the destination names:
Destination One - Scenic Northeast
Destination Two - Greater Norwich/New London
Destination Three - Mystic Country
Seconded by Bruce, all in favor 5-0, motion approved.
6. Treasurer Report
Jill presented the financial statements.. Bruce moved to approve the financial statements, seconded by Tracey, all in favor 5-0, motion approved.
7. Committee Chair Updates
 - a. Finance - spoke about the brochure RFP process
 - b. Marketing - no update, most items discussed.
 - c. Bylaws - no update
 - d. Nominating - need to meet
 - e. Legislative Advocacy - no report

8. Administrator Report

Tony discussed ARPA funding and potentially hiring a grant writer. Tony thanked Courtney for coming back to help with Rachel's maternity leave.

9. Connecticut Office of Tourism Update

Rose reported that she is not aware of when Noelle will return. They are finalizing their creative to launch Memorial Day weekend. The winter campaign "The State I'm in" went well and had a good return. The CTvisit interim site will launch soon with the visual updates. Rose spoke about the tactics for their spring/summer campaign. Dave asked about a contact for submissions for the website and the strategic plan.

10. Other Business

Tracey discussed updating the full board agenda to only include the single item of the names.

11. Adjournment - 10:34AM.

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