

## **CENTRAL REGIONAL TOURISM DISTRICT BOARD MEETING**

June 29, 2021

The Board Meeting of the CRTD was held via Zoom.

The following were in attendance: Len Baginski, Bob Bell, Samantha Bellisio, Avneet Benipal, Johanna Bond, Patrice Carson, Sheri Cote, Don DeVivo, Sheree Landerman, Sierra Lopez, Irene Makiaris, Barbara Malmberg, Deb Mathiasen, Paul Mayer, Charlie Myers, Robyn Rifkin, Annemarie Sliby and Meri Wick.

Executive Director Johanna Bond opened the meeting at 4:00 p.m. and the following business was conducted: Johanna welcomed and thanked everyone for their attendance and kicked-off the Board Meeting by letting Treasurer, Bob Bell give the Financial Report.

### **FINANCIAL REPORT:**

Treasurer, Bob Bell gave the Financial Report and stated that the finalized report will be sent out to every sometime in September once everything is finalized.

### **MARKETING & PUBLIC RELATIONS REPORT:**

Marketing Chairman, Paul Mayer opened the Marketing & Public Relations Report by stating that the CRTD has been very busy compiling a very robust marketing collateral campaign that has been hitting the streets. He stated that many of the CRTD's brochures that have already been made last year have been updated for this year, with new ones in the works such as the Farmington Canal Trail brochure, Central Connecticut Fall brochure, Where to Take my Human (Pet brochure), and Central Connecticut After Dark brochure. He also mentioned that the CRTD got a lot of added value with CTM distribution this year. He then mentioned that he needs help from the Marketing and Public Relations Committee to put together FAM Tours for Realtors to give to new home owners that are from out of state to help them discover all of the great things Central Connecticut has to offer. Paul then mentioned that this year with COVID-19 the CRTD has not missed a beat and has pivoted with the Connecticut State Office of Tourism to help tourism industries any way that they possibly can. Paul closed his portion of the reports by mentioning how proud he is of everyone's hard work.

### **EXECUTIVE DIRECTOR'S REPORT:**

Executive Director, Johanna Bond opened her Executive report by broadcasting 5 out of the 12 "Everytown Has a Story" podcasts that recognize some of Central Connecticut's hidden gems that can be found on the CT River Valley Facebook page or the Middlesex Chamber's YouTube page. She then presented the Annual Review presentation that broadcasted everything that the

CRTD has accomplished throughout the past year. Please click on the link to view CRTD's accomplishments, <https://bit.ly/3dPdEmd>. Johanna Bond also mentioned that she would like to meet with each Representative in-person to find out what's going on in their town and asked representatives to please email Tourism Coordinator, Sierra Lopez, with any events or tourism businesses that people experience.

**OPEN FLOOR DISCUSSION:**

The Floor was then open for questions and answers. Many CRTD's Representatives also asked to pick-up brochures for distribution. Tourism Coordinator, Sierra Lopez asked everyone to email her a scheduled pick-up time at the Middlesex Chamber by emailing, [sierra@middlesexchamber.com](mailto:sierra@middlesexchamber.com).

**CHAIR REPORT:**

Chairman, Don DeVivo gave his report and stated that if someone is interested in an Officer position to please contact Johanna Bond before the elections in August of 2021. He also mentioned that despite the tough year that everyone has faced, he couldn't be more proud of what the CRTD has accomplished to compliment the Connecticut Office of Tourism marketing efforts. He then told the board that the next CRTD Board meeting will be held on August 24, 2021 and he can't wait to see everyone in-person and welcome CRTD's new nominated representatives.

Executive Director, Johanna Bond adjourned the meeting at 4:50 p.m.