



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

Regular Meeting

October 3, 2024 - 9:00AM

Zoom:

<https://us02web.zoom.us/j/89348754065?pwd=cDV1M2J5S2ZNZ2hkNWJKa3RSbXpTZz09>

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Meeting ID: 893 4875 4065

Passcode: 836268

Meeting Minutes

Attendees: Chris Regan, Jill St. Clair, Fran Kefalas, Cathay Barnard, Lori Corriveau,
Stephen Gencarella

Guests: Andrea Manning, Tony Sheridan, David Quinn, Jillian Lozier

1. Call to Order
 - a. The meeting came to order at 9:02am.
2. Approval of Minutes - 09/05/2024
 - a. Stephen Gencarella made a motion to approve the meeting minutes, seconded by Fran Kefalas. Cathy Barnard Abstained from the vote. All else in favor, the motion passed.
3. Board Chair Report
 - a. Chris Regan delivered the board chair report, noting the upcoming meeting of the Legislative Committee, and the importance of ERTD's legislative committee in advocating for tourism funding, and the power of reaching larger media outlets, through an example of Channel 3 food competitions, 42% of travelers in our region are from the state of CT.
4. Treasurer Report
 - a. P&L
 - b. Balance Sheet

- i. Jill St. Clair presents the P&L and Balance Sheet.
 - 1. Cathy Barnard made a motion to approve, seconded by Stephen Gencarella. All in favor the motion passed.

5. Committee Chair Updates

a. Finance

- i. Recommendation: Visual Assets Expansion
 - 1. Jill St. Clair presents the document supplied by Quinn & Hary that outlines the proposed expansion of visual assets for Fall and Winter in eastern CT.
 - 2. Cathy Barnard made a motion to approve, seconded by Stephen Gencarella. All in favor the motion passed.
- ii. Recommendation: Oddities & Curiosities Brochure
 - 1. Jill St. Clair presents the Finance Committee's recommendation for the printing of 15,000 copies of the new Oddities & Curiosities brochure, pending 3 competitive quotes from those same vendors.
 - 2. Cathy Barnard made a motion to approve, seconded by Stephen Gencarella. All in favor the motion passed.

b. Marketing -

- i. Lori Corriveau recaps the marketing Committee's efforts this last month, noting discussions regarding visual assets, and brochure development.
- ii. Lori Corriveau alerts the committee to the upcoming program scheduled at Little Dipper farm in collaboration with the Northeast Chamber -
 - 1. Discussion is held around the format, speakers, and a possible presentation from ERTD's covering tourism data.
 - 2. Discussion around analytics from COT takes place, with the possibility of reaching out to schedule a meeting between ERTD & the media agency, and Anthony Anthony and Rachel Lenda to discuss specific information from ctvisit.com.

c. Bylaws - No report

d. Nominating - No report

e. Legislative Advocacy -

- i. Cathy Barnard shared that she met with the Administrators to put together a game plan for the 2025 legislative session. A Legislative Committee meeting has been scheduled for 10/24. Upcoming efforts will include polling first selectmen and EDC for their top 3 priorities and issues in their town.
- ii. The Chamber is planning a Tourism update for early Spring 2025.
- iii. Discussion is held around the importance of legitimate ROI numbers.

f. Grants - Fran Kefalas updates the committee that the meeting will be rescheduled due to a conflict with the Northeast Chamber's Tourism Talk on 10/23.

6. Quinn & Hary Update

- a. David Quinn and Jillian Lozier presents the updated number form the current campaign, reflecting positive numbers reaching half a million people on meta, good organic social media reach with 63k followers on Facebook.

- b. David Quinn walks through the visual assets expansion proposal, developed by the digital team. Expanded assets, comprised of 75% video and 25% photo will support social media, and blog posts.
 - c. The upcoming Calendar of Events is presented, showcasing events from across the district.
 - d. Calls for events, blogs, shooting locations, and holiday content are made.
- 7. Connecticut Office of Tourism Update - No report
- 8. Administrator Report -
 - a. Andrea Manning delivers the administrator report, noting efforts over the past month that included Legislative Committee support in developing a tourism advocacy toolkit, Grants Committee, brochure production for the Oddities & Curiosities. Upcoming efforts include supporting the
 - b. Tony Sheridan delivers an update on the hiring for the CAA Executive Director position.
- 9. Other Business - no other business
- 10. Adjournment
 - a. Fran Kefalas made a motion to adjourn, seconded by Jill St. Clair. The meeting adjourned at 9:56am