



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

Regular Meeting

November 7, 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, Stephen Gencarella, Bruce Flax, Todd Babbitt,
Cathy Barnard, Fran Kefalas, Lori Corriveau,

Guests: Andrea Manning, Jill Larsen, David Quinn, Jillian Lozier, David Jensen, Emma
Briody

1. Call to Order - meeting came to order 9:01
2. Approval of Minutes - 10/03/2024
 - a. Bruce Flax made a motion to approve the meeting minutes, seconded by Cathy Barnard. All in favor the motion passed.
3. Board Chair Report -
 - a. Chris Regan presented the Board Chair Report, noting that with the recent election concluded, efforts should now focus on legislative outreach to secure promised funding. The recent meeting at Little Dipper highlighted the need to educate district members on available resources and the district's role.
4. Treasurer Report
 - a. P&L
 - b. Balance Sheet
 - i. Bruce Flax provided a brief update, indicating no significant changes to report.
 - ii. Cathy Barnard moved to approve the P&L and Balance Sheet, seconded by Todd Babbitt. The motion passed unanimously.

5. Committee Chair Updates

- a. Finance - No additional updates.
- b. Marketing - Reported on an October meeting, which included standard Media Agency updates and updates on the 2024 Brochure Distribution so far.
- c. Bylaws - No report.
- d. Nominating - Todd Babbitt reported no updates
- e. Legislative Advocacy - Cathay barnard reported on the discussion held in a Legislative Committee meeting that met on 10/24, but failed to meeto quorum. The next meeting is scheduled for Thursday 11/14.
- f. Grants - grants met will be reviewing the documents prior to the next executive committee. Fran Kefalas reported that the committee met on 11/6, and will submit documents for the committee's approval prior to the December Executive Committee meeting. A deadline for grant applications is set for January 17, with an FAQ session scheduled for January 8. Andrea Manning will prepare an FAQ document for inclusion with this year's suite of documents.

6. Quinn & Hary Update -

- a. David Quinn introduces Jillian Lozier, to deliver the report:
 - i. Digital Advertising Campaign: Noted strong performance across all platforms with a 98% video completion rate. The "41 Ways to Make Memories" campaign is ongoing with updated fall imagery.
 - ii. Social Media Highlights: Key posts included the Preston Corn Maze and Mystic Drawbridge Ice Cream.
 - iii. Influencer Engagement: Notably, influencer NataliexTravels visited Windham, contributing to ongoing engagement efforts.
 - iv. Calendar of Events: Highlighted upcoming events, with content published on CTVisit and other relevant calendars.
 - v. District Blog on CTVisit: Discussed recent submissions and encouraged members to share content.
 - vi. The committee discussed ways to promote holiday displays in the region by creating a blog post for CTvisit that highlights regional holiday displays, to serve as a centralized resource for these opportunities in the region.

7. Connecticut Office of Tourism Update

- a. Jill Larsen presents an update from the Office of TOurism:
 - i. Marketing Highlights:
 1. Impressions reached 11.5 billion, up 400% from the previous year.

2. CT welcome signs garnered national attention.
 3. CT building refresh at The Big E and initiatives like Florida's LGBTQ+ welcoming campaign and the CT movie trail were highlighted.
 - ii. Christmas Movie Trail: Plans are underway for physical map distribution alongside tourism maps.
 - iii. CTVisit Update: Upcoming changes to the events page, expected by December or January, will streamline the submission and display process.
 - iv. New projects include the development of edutainment style videos to get folks familiar with using CTvisit.
 - v. Admans & Knight ahs provided the kite flying footage requested by ERTD. Links will be distributed following this meeting.
 - vi. In a discussion regarding CTvisit performance, specific metrics for the website were requested and will be provided to the committee in a future update.
8. Administrator Report
- a. Andrea Manning delivered the Administrator report, noting the development of a Tourism Advocacy Toolkit, and updates on the Chamber's work in planning a Tourism Conference for February 2025, in addition to the day to day operations.
9. Other Business
- a. Frabn Kefalas shared that Walktober had 100,000 participants in 2024.
10. Adjournment
- a. Stephen Gencarella made a motion to adjourn, seconded by Todd Babbitt. All in favor, the meeting adjourned at 9:31am