



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

Regular Meeting

December 5, 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, Bruce Flax, Stephen Gencarella, Cathy Barnard, Charlie Tracy, Todd Babbitt, Fran Kefalas, Lori Corriveau

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 - 11/07/2024
 - a. Cathy Barnard made a motion to approve, seconded by Stephen Gencarella. All in favor the motion passed.
3. Board Chair Report
 - a. ERTD event January 2025
 - b. Chris Regan delivered a board report, with a focus on legislative advocacy. he is working on planning the
4. Treasurer Report
 - a. P&L
 - b. Balance Sheet
 - i. Cathy Barnard made a motion to approve the P&L and balance sheet, seconded by Todd Babbitt. All in favor, the motion passed.
5. Committee Chair Updates

- a. Finance
 - i. No further report.
 - b. Marketing
 - i. Lori Corriveau updated the committee on last month's marketing committee, which included a lively discussion about Quinn & Hary's winter campaign "From the Land to the Sea". The discussion also included legislative messaging, the Coffee with Rachel event.
 - ii. The committee discussed the success of the Coffee with Rachel event, and the topic, which centered around getting listed on CTvisit both for business listings and events.
 - c. Bylaws
 - i. Charlie Tracy reports on no updates at this time, and alerts the committee to possible changes for the coming months.
 - d. Nominating
 - i. Todd Babbitt updates the committee on where the Board stands with vacancies, expirations, and inactive members. Future efforts for recruitment will take place in early 2025.
 - e. Legislative Advocacy
 - i. Cathy Barnard updates the committee on the progress with the legislative toolkit in the leadup to the legislative session beginning January 8, 2025. The legislative committee will coordinate with the marketing committee to devise a consistent message and elevator speech for the content of the toolkit.
 - f. Grants
 - i. Approval of 2025 Regional Marketing Partnership Grant documents and dates.
 - 1. The Committee reviewed each of the updated documents. A discussion was held on various ideas and concerns, including the value of funding single-day events, and the grants focus on collaborative efforts and initiatives that include multiple organizations.
 - 2. Jill St. Clair made a motion to approve the Regional Marketing Partnership Grant documents, seconded by Lori Corriveau. ALL in favor, the motion passed.
6. Quinn & Hary Update
- a. David Quinn introduced Jillian Lozier who delivered the media agency update.
 - i. The update features update on the digital campaign numbers for the month of November, which saw 473K impressions with 197 reach, over 10k clicks.
 - ii. Organic social performance is going strong on Facebook and instagram with strong reach. Top performing posts include the Stonington Lobster Trap Tree and the Uncas Leap Heritage Park reel.

- iii. Updates on influencer collaborations included metrics on ERTD's collaboration with NataliexTravels, with strong performance on both the Windham reel and Scenic Northeast Reel.
- iv. December influencer collaborations will include influencers from CT, MA, and RI visiting different stops along the CT Christmas Movie Trail withing the region and will be creating collaborative reels for the visiteasternct channels.
- v. Revised creative of the ERTD Winter campaign is presented. The campaign features a From Land to Sea message, with winter imagery from across the region.
- vi. A calendar of events through the end of January is shared, as well as the upcoming social calendar and call for blogs and content.
- vii. David Quinn presents the flyer and a draft of the press release for the Regional Marketing Partnership Grant.
 - 1. The committee discusses a timeline of distribution for early the week of 12/9.

7. Connecticut Office of Tourism Update

- a. Jill Larsen delivers the COT updates.
 - i. Year to date, we are well over 14 billion impressions, which was elevated significantly by the Christmas Movie Trail. The trail has received great feedback. A distribution plan is in progress for the trail maps.
 - ii. The first Coffee with Rachel was a success with over 30 attendees. The next session is on 1/7/25, and Fran will be a guest speaker.
 - 1. A video on how to get listed on CTvisit was shown. this video
 - iii. CTvisit's uploading structure will be updated in early 2025. the new process will aleve the cumbersome task of uploading to CTvisit and make engagement easier.
 - iv. COT visited the Pequot Museum and posted a Native American heritage reel. More reels like this will be included.
 - v. Discussion takes place on cruise ships coming to the region, with suggestions to weave together the movie trail with promotion of the city. Further suggestions for including the Lights, Camera, Romance! brochure with the Christmas Movie trail.

8. Administrator Report

- a. Andrea Manning delivered the administrator report.

- i. Selected efforts include the development of a legislative advocacy survey, which has been sent out to first selectmen and economic development committees, completion of the audit, among others.
- ii. The administrator attended the last CT Tourism Coalition meeting on 11/26, following the marketing committee's expression of interest in membership. They reached out to follow up on membership with the coalition, and will update the committee when more details are available.
- iii. The Oddities & Curiosities brochure has been printed and is en route.
- iv. Upcoming efforts will include the roll out of the Regional Marketing Partnership Grant, further development of the legislative toolkit and soliciting feedback on the legislative advocacy toolkit, and further efforts for generating nominations for municipalities with vacancies.
- v. The Chamber is in progress on planning a Tourism Conference for late February. Panel discussions will feature topics such as legislative advocacy, marketing, and transportation. More details to come.

9. Other Business

- a. Jill St. Clair alerted the committee to our completed and clean audit.
- b. The committee and media agency discussed issues with the media spend procedure.
 - i. Jill St. Clair made a motion to pay outstanding invoices for Quinn and Harry through September, October, November, with a 30 day grace period to close out the receipts for that quarter by the end of December. The motion was seconded by Cathy Barnard. All in favor, the motion passed.
- c. Bruce Flax alerted the committee to a Police Commission meeting for the town of Stonington, in which a vote will take place regarding limiting the number of events in downtown Mystic.

10. Adjournment

- a. Charlie Tracy made a motion to adjourn, seconded by Jill St. Clair. All in favor, the meeting adjourned at 10:21am.