



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

Regular Meeting

July 11, 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: Jill St. Clair, Stephen Gencarella, Bruce Flax, Lori Corriveau, Charlie Tracy,
Todd Babbitt

Guests: Jill Larsen, Tony Sheridan, Andrea Manning, David Quinn, Maureen Nicholson

1. Call to Order - The meeting came to order at 9:03am
2. Approval of Minutes - 06/06/2024
 - a. Charlie Tracy made a motion to approve the meeting minutes from 6/6/24.
Stephen Gencarella seconded. ALI in favor, the motion was passed.
3. Board Chair Report
 - a. No report - Chris Regan will give a report at the next meeting.
4. Treasurer Report
 - a. P&L Budget vs Actual
 - b. Balance Sheet
 - i. Approval of both P&L and Balance Sheet tabled to the Finance Committee Meeting.
5. Committee Chair Appointees
 - a. Tabled until August meeting.
6. Committee Chair Updates
 - a. Finance - No report
 - b. Marketing - No additional report

- c. Bylaws - Charlie Tracy reports on a few upcoming items for discussion by the Bylaws Committee, including the updating of Chairman & Vice Chairman titles to Chair and Vice Chair, and a potential update to the Executive Board voting policy.
 - d. Nominating - No report
 - e. Legislative Advocacy - No report
 - f. Grants - No report
7. Quinn & Hary Update - David Quinn presents the update for this month:
- a. Recap of 2023-2024 including 27 million impressions, an expanded library of blog content, increased instagram visits, recap of 14 influencer trips, digital marketing analytics through various platforms.
 - b. Strategies for FY2024-2025 will include continuing to drive regional consumer awareness of the district as the premier travel destination that offers a wide range of experiences, and continuing to grow an organic social media presence and build out recognition as the hub for engaging regional content.
 - c. Update on community events calendar and summer editorial calendar, calls for blogs, and content for ERTD's social media
 - d. Discussion on how best to manage the funding gap takes place.
8. Connecticut Office of Tourism Update - Rachel Lenda presents the update for the CT Office of Tourism.
- a. Jill Larsen is introduced as the newest COT appointee, who will be the funding point person, and take over management of the districts.
 - b. Highlights from the update include: presentation of high level data through multiple platforms - Tourism Economic impact study that reflects the impact of tourism on the state economy in 2023, Arrivalist data tracking travelers to CT and Open Table results tracking reservations in CT, Airport throughput, CT Travel indicators and air travel from U.S. Travel Association
 - c. Discussion regarding updates to the District's contract with COT takes place.
9. Administrator Report
- a. Andrea Manning reports on the progress of three major items: FY2024 Grant reporting due July 30, Application for FY2025 funding, and the FY2024 audit.
10. Other Business
11. Adjournment Bruce Flax made motion to adjourn, seconded by Lori Corriveau. The Meeting adjourned at 10:00am