



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

Regular Meeting

August 1, 2024 - 9:00AM

Zoom:

<https://us02web.zoom.us/j/89348754065?pwd=cDV1M2J5S2ZnZ2hkNWJka3RSbXpTZz09>

Dial in: +1 312 626 6799

+1 929 205 6099

+1 301 715 8592

Meeting ID: 893 4875 4065

Passcode: 836268

**Meeting Minutes**

Attendees: Jill St Clair, Fran Kefalas, Cathy Barnard, Charlie Tracy, Stephen Gencarella, Lori Corriveau

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

1. Call to Order - The meeting came to order at 9:00am, led by Jill St. Clair standing in for Chris Regan.
2. Approval of Minutes - 07/11/2024
  - a. Charlie Tracy made a motion to approve with noted edit. Stephen Gencarella seconded. With one abstention by Cathy Barnard, the motion passes
3. Board Chair Report - Jill St. Clair presents on behalf of Chris Regan, with a reminder to reach out to legislators to discuss expanding tourism funding in CT.
4. Treasurer Report - Jill St Clair presents:
  - a. P&L FY24
  - b. Balance Sheet
    - i. Charlie Tracy made a motion to approve the FY2024 P&L and Balance Sheet. Stephen Gencarella seconded. All in favor, the motion passed.
5. Committee Chair Updates
  - a. Finance
    - i. Jill St. Clair presents an update on the Z-map expenditure approved at the most recent Finance Committee meeting.

- b. Marketing
    - i. Lori Corriveau refers to the Quinn & Hary update for the latest on the status of ERTD's marketing plan. She notes that the committee voted to allocate a small \$2000 spend to pilot ERTD's use of TikTok.
  - c. Bylaws - no report
  - d. Nominating - no report
  - e. Legislative Advocacy
    - i. Cathy Barnard reports that she will be meeting with administrators to devise a plan for the coming year.
  - f. Grants
    - i. Frank Kefalas reports that final grant reports for the Regional Marketing Partnership Grant were due on 7/31. Discussion is held on how to handle an under-spent grant.
6. Quinn & Hary Update -
- a. David Quinn introduced Jillian Lozier to present Quinn & Hary's update:
    - i. Jillian Lozier reports on the current campaign analytics through the end of July. Top performing posts are highlighted, as well as the ongoing list of community events, recent and upcoming blogs, ongoing requests for content. The expansion of ERTD's photo/video assets funded in FY24 is nearing completion.
    - ii. The Strategic Plan for FY 24-25 and monthly breakdown of funding application is presented.
    - iii. Discussion takes place about CT visit, and extracting key data to better target the district's marketing.
7. Marketing Plan FY24 Approval
- a. Charlie Tracy made a motion to approve the FY25 marketing plan. Cathy Barnard seconded. All in favor, the motion passes.
8. Connecticut Office of Tourism Update
- a. Jill Larsen presents on a few items coming down the pipeline including calls for literature and volunteers for the Big E. Jill encourages the committee to reach out with any questions or concerns.
9. Administrator Report
- a. Andrea Manning and Tony Sheridan report on the submission of the final grant report for FY 2024, updates in application for funding for FY 2025, and progress of the FY2024 audit. They also put out a call for volunteers to man the ERTD booth for Mystic Outdoor Art Festival. Tony Sheridan alerts the committee to details about the Administrative Partner contract timeline.

#### 10. Other Business

- a. Discussion is held on an upcoming brochure that is in development.
- b. Jill St. clair alerts the Committee to a CT Supreme Court case that will set precedent on how AirBNB's are handled in the state.
- c. Tony Sheridan extends an invitation to board members to visit the Chamber to see how the operation is run.

#### 11. Adjournment

- a. Charlie Tracy moved to adjourn the meeting. Stephen Gencarella seconded. All in favor, the meeting adjourns at 9:38am.