



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

Regular Meeting

September 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, Fran Kefalas, Lori Corriveau

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

1. Call to Order - The Meeting came to order at 9:01am
2. Approval of Minutes - 08/01/2024
 - a. Stephen Gencarella made a motion to approve the 8/1/24 meeting Minutes.
Bruce Flax Seconded the motion. All in favor the motion passed.
3. Connecticut Office of Tourism Update
 - a. Rachel Lenda updates the committee on behalf of the Office of Tourism.
 - i. Jill Larsen will be taking over responsibilities with the districts.
 - ii. She updates the committee on the progress of preparation for The Big E, noting publicity from the remodel of the building. All vendor spots are filled this year.
 - iii. A Tourism Council meeting is scheduled for Wednesday 9/11, at which the FY25 Budget will be presented. Rachel adds that she anticipates the funding for the next two years to remain flat.
 - iv. Rachel adds that year to date CTvisit traffic is down 37% to date, largely due to lack of funding in a saturated advertising budget.

- v. Discussion takes place on how and with whom to focus advocacy efforts toward increasing tourism funding.
- 4. Board Chair Report
 - a. Chris Regan delivers a board chair report focusing on the need for additional funding, the biggest issue we face. He expands on the opportunity to reach politicians during campaign season, and the need to remain aware of the increased costs of operating businesses, particularly through energy and insurance costs.
- 5. Treasurer Report
 - a. Bruce Flax presents the P&L and Balance Sheet.
 - i. Stephen Gencarella made a motion to approve the P&L and Balance Sheet, seconded by Jill St. Clair. All in favor the motion passed.
- 6. Committee Chair Updates
 - a. Finance - No additional update
 - b. Marketing - No report
 - c. Bylaws - Jill St clair presents on behalf of Charlie Tracy.
 - i. Bylaws Committee will meet next month to discuss modifications to the bylaws.
 - ii. She adds clarity around a previously raised question regarding an item in the bylaws that caused confusion in the voting process between subcommittees and the Executive committee. She refers to Robert's Rules Chapter 9, sections 49-57.
 - d. Nominating - No report
 - e. Legislative Advocacy - No Report. Chair and Administrator will meet in the coming weeks to discuss efforts this season.
 - f. Grants - Fran Kefalas updated the committee that all final grant reports from the Regional Marketing Partnership Grant have been received.
- 7. Quinn & Hary Update - David Quinn introduced Jillian Lozier who delivered updates on:
 - a. Digital marketing performance is comparable with where we were last year, with strong organic posts.
 - b. Visual assets inventory, which consists of 75% video and 25% still images.
 - c. The newest brochure developed by an ad hoc committee: Oddities and Curiosities. Approval will come through the marketing Committee this month.
 - d. Social calendar which features fall festivals, vineyards and breweries, Walktober, camping and more.
 - e. Blogs
 - f. Discussion around the reduced traffic to CTvisit takes place
 - g. Chris Regan begins a discussion regarding the potential to organize a tourism summit prior to the election, and the mission, scale, scope, timing of this

event. This item will go to the full board for endorsement, before forming an exploratory committee.

8. Administrator Report - Andrea Manning reports on efforts and updates from the month of August
 - a. The DECD contract for FY25 funding was submitted, accepted, and the district is awaiting the first installment of funding. Payment to vendors will go out as soon as the first installment hits the account.
 - b. The FY24 audit is in progress, with a completion expected by October.
 - c. ERTD tabled the Mystic Outdoor Art Festival, distributing hundreds of brochures to visitors. Visitors noted the value of CTvisit for planning their intra-Connecticut travel. Feedback from our 5 volunteers included the need for branded promo materials to drive engagement.
 - d. Administrators attended multiple tourism meetings this month including the Mystic Tourism Working Group meeting, and the Windham Chambers monthly Arts Culture and Tourism meeting.
9. Other Business - none
10. Adjournment
 - a. Stephen Gencarella made a motion to adjourn, seconded by Fran Kefalas. All in favor, the meeting adjourned at 10:16am