



**Eastern Regional Tourism District (ERTD)
Board of Directors - Meeting
MEETING AGENDA**

Thursday, September 10, 2026
9:00am-11:00am

Location

The Spa At Norwich Inn

607 West Thames St., Norwich, CT 06360 Norwich, CT 06360, USA

In-Person Only / No Zoom or Hybrid Video

AGENDA

1. Call to Order
2. Approval of Meeting Minutes 06/11/2026
3. Board Chair Report
 - a. Marketing Icebreaker
4. Treasurer Report
 - a. P&L Profit v. Loss
 - b. Balance Sheet
 - c. FY2027 Budget Revision
5. Committee Chair Reports
 - a. Finance
 - b. Marketing
 - c. Bylaws
 - d. Nominating
 - e. Legislative Advocacy
 - f. Grants
6. 2027 Schedule of Meetings Approval
7. Administrative Partner Contract Extension
8. Media Agency Report - Quinn Hary & Gellar
9. Office of Statewide Marketing & Tourism Update
10. Administrator Report
11. Tourism Envisioning Workshop
 - a. Driving Visitation
 - b. Building Itineraries
 - c. Capturing Missed Opportunities
 - d. Engaging the Tourism Community
12. Adjournment