



Eastern Regional Tourism District (ERTD)

Executive Committee

Regular Meeting

October 1, 2026 - 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:

Guests:

1. Call to Order
 - a. Jill St. Clair called the meeting to order at 9:01am.
2. Approval of Minutes - 9/3/2026
 - a. Bruce Flax made a motion to approve the meeting minutes from 9/3, seconded by Chris Regan. All in favor the motion passed.
3. Board Chair Report
 - a. Jill St. Clair reflected on the September Board meeting and strategic planning workshop, noting positive engagement and feedback from directors.
 - b. Discussion included opportunities to incorporate additional in-person meetings and breakout discussions into future Board meetings.
 - c. The Chair will compile the ideas generated during the workshop for further consideration.
4. Treasurer Report
 - a. P&L
 - i. Charlie Tracy made a motion to approve the P&L seconded by Chris Regan. All in favor the motion passed.
 - b. Balance Sheet
 - i. Chris Regan made a motion to approve the Balance Sheet, seconded by Charlie Tracy. Motion carried.
5. Committee Chair Updates
 - a. Finance
 - i. No further report.

- b. Marketing
 - i. Fran Kefalas reported that the Committee reviewed the fall marketing campaign and made adjustments informed by recent audience research and campaign performance data.
 - ii. The campaign will emphasize seasonal tourism opportunities throughout the region.
 - c. Bylaws
 - i. No report.
 - d. Nominating
 - i. No report.
 - e. Legislative Advocacy
 - i. No report.
 - f. Grants
 - i. Kathleen Paterson relayed that the committee will meet the following week to review recipient budget narratives and prepare for the next Regional Marketing Partnership application cycle.
6. Connecticut Office of Statewide Marketing and Tourism Update
- a. No representative from the State was present. Jill Larson was expected to provide a written update following the meeting.
 - b. Discussion included the status of previously referenced state funding opportunities. Additional clarification will be requested.
7. Quinn & Hary Update
- a. David Jensen presented an overview of recent marketing performance, upcoming campaigns, and agency staffing updates.
 - i. September marketing efforts generated approximately 1.5 million paid impressions, with positive performance across social media platforms.
 - ii. Facebook views increased approximately 62%, while Instagram reach and interactions increased approximately 30%.
 - iii. Recent event-focused content and influencer partnerships demonstrated strong engagement.
 - iv. The fall campaign will incorporate findings from recent audience research, with an emphasis on seasonal activities and regional visitation.
 - v. Upcoming content production and influencer collaborations were reviewed, with directors encouraged to share regional events and attractions for consideration.
 - vi. David introduced Aaron Witko as the new President of Regan Digital Studio and outlined staffing transitions to maintain continuity of services.
 - vii. Discussion included ongoing review of tourism visitation data and coordination with the State regarding potential reporting discrepancies.
8. Administrator Report
- a. Andrea Manning provided updates on recent administrative activities and upcoming priorities.
 - i. Coordinated regional brochure distribution for the Big E, Stonington Welcome Center, and upcoming community events.
 - ii. Continued expanding brochure distribution opportunities, including outreach to regional libraries.

- iii. Updated Board onboarding materials and established recurring onboarding opportunities for new directors.
- iv. Continued preparation of FY2027 Regional Marketing Partnership program materials and the anticipated application timeline.
- v. Coordinated municipal participation in the State's upcoming town-matching initiative for CTMakeItHere.com.
- vi. Continued monitoring the status of ERTD's FY2027 state contract and anticipated funding disbursement.

9. Other Business

- a. Members discussed the limited representation of Eastern Connecticut attractions in the State's recently released Haunted Trail Map and similar statewide tourism initiatives.
- b. Discussion included potential selection criteria, regional representation, and opportunities to improve coordination with the State.
- c. Jill St. Clair offered to raise these concerns with State tourism representatives.

10. Adjournment

- a. Charlie Tracy made a motion to adjourn, seconded by Bruce Flax. All in favor, the meeting adjourned at 9:32am