



Mystic Country

Eastern Connecticut Regional Tourism District
Board of Directors Meeting
03/10/2021
Virtual – Zoom

Attendees: Ann Lojzim, Debbie Tanner, Jill St. Clair Fritzsche, Gina Kunst, Todd Babbitt, Laura McCabe, Carol Christianson, Christine Strick, Mia Mitoma, Heather Harris, Bruce MacDonald, Bob Boissevain, Angela Adams, Wendy Russell, Charlie Tracy, Delpha Very, Chris Regan, Tyra Penn-Gesek, Tracey Hanson, Katharine Brody, Jim Bellano, Ali Formica, Tom Borner, Fran Kefalas, Gary Baker, Stephen Gencarella, Laurie Masciandaro,

Other Attendees: Courtney Assad, Tony Sheridan, Bruce Flax, Dave Quinn

1. Call to Order 9:01AM
2. Approval of Minutes 12-10-2020 Meeting

Charlie Tracy moved to approve the minutes, seconded by Tom Borner, all in favor, motion approved.

3. Board Chair Report

Jim asked the board how they felt about quarterly meetings. Charlie Tracy asked about the District brand. Jim discussed committee participation and encouraged new members to engage with the committees.

4. Treasurer Report

Jill is putting together a finance committee meeting for April and encouraged new members. Jill presented the financial reports, the \$300K from the state has been received. Tom Borner moved to approve the financial reports, seconded by Charlie Tracy, all in favor, motion approved.

5. Committee Chair Reports
 - a. Finance - Jill stated they are looking for members and an Assistant Treasurer
 - b. Marketing - The team has been working on the digital campaign which has received feedback and approval from the COT. The campaign will launch for now through to the summer. Chris encouraged everyone to be on the lookout for the Regional Marketing Partnership Program grant recipients.

- c. Bylaws - no update, would like to meet in the next month about potential amendments. Also looking for committee members.
- d. Nominating - Still at ten vacancies, but there are a couple that should be coming in shortly.
- e. Legislative Advocacy - Chair position is currently vacant so they have not met. The Chamber of Commerce of Eastern CT gave an update on their legislative efforts and bills they have submitted testimony for.

6. Administrator Report

Courtney Assad provided an update on the Administrative Partner efforts on completing the FY20 Audit, the FY21 Contract, monthly meetings with the CT Office of Tourism, draft policies, and monthly industry newsletter. Tony discussed Randy's retirement from the CT Office of Tourism. Bruce Flax has been hired as Executive Director of the Greater Mystic Chamber of Commerce.

7. Connecticut Office of Tourism Update

No update.

8. Other Business

The board discussed the future of virtual versus in person meetings. The state FOIA requirements currently require a hybrid so a participant can participate virtually if a meeting is in person. The board discussed efforts with the Office of Tourism and the status of additional funding from the legislature. Board members discussed efforts in their towns.

9. Adjournment

Tom Borner moved to adjourn, seconded by Charlie Tracy, all in favor, the meeting adjourned at 9:48AM.