



Mystic Country

Eastern Connecticut Regional Tourism District
Board of Directors Meeting
07/09/2020
Virtual – Zoom

Attendees: Bob Boissevain, Tracey Hanson, Jill St. Clair Fritzsche, Tyra Penn-Gesek, Christine Strick, Ann Lojzim, Gina Kunst, Ryan Snide, Betsy Ritter, Gary Baker, Ed C, Jim Bellano, Thomas Borner, Bruce MacDonald, Ali Formica, Debbie Tanner, Fran Kefalas, Laura McCabe, Chris Regan, Stephen Gencarella, Carol Christiansen, Stan Mickus, Todd Babbitt, Wendy Russell, Katharine Brody, Laurie Masciandaro

Other Attendees: Courtney Assad, Tony Sheridan, Randy Fiveash, Dave Quinn, Carly Myers (SCCOG), Brendan Crowley

1. Call to Order 9:07AM

Jim introduced new board members Betsy Ritter and Laura McCabe.

2. Approval of Minutes 06-11-2020 Meeting

Ed C moved to approve as amended to include Katharine Brody to the attendance, seconded by Bruce MacDonald, all in favor, Betsy Ritter and Ryan Snide abstained.

3. Board Chair Report

Jim reviewed the committee vacancies. Jim asked Chris to present the Regional Marketing Partnership Program. Chris gave an overview of the matching funds campaign. Marketing materials to inform the region will be produced after state approval. Betsy discussed giving a fair opportunity across the region before all funds are spent.

4. Treasurer Report

Jill reviewed the Profit and Loss statement which shows two years to show the full picture. The Balance Sheet represents the funds that are held at Makiaris and the Foundations. Jim explained the transfer of money to the two Chamber Foundations to be spent by the District in the following year.

Bruce MacDonald moved to approve the Treasurer's Report, seconded by Tyra, all in favor, motion approved.

5. Bylaws Committee
a. Bylaws Update

Tracey provided an overview of the Bylaw revisions. Tracy reviewed the major changes:

- Name change to the Eastern Regional Tourism District
- Assistant Treasurer position added
- Treasurer serves as the Chair of Finance Committee, Assistant Treasurer serves as Vice Chair
- Board of Directors will meet at least four times a year, more emphasis on standing committee work.
- Edited standing committees.
- Added partnerships to review relationship with COT and Administrative Partner

Thomas Borner moved to approve, seconded by Ed C, Betsy asked for a review of the process. Tracey explained that they reviewed other District's bylaws and had the CT Office of Tourism review and approve. Jill asked about the limit of members from a single municipality and recommended changing it to three. The board discussed the industry representatives and defining who they represent. Jim recommended having the Bylaws committee continue to work on this section. The vote was taken all in favor, motion approved.

6. Administrator Report

Ed recommended requiring Ed Dombroskas to return the computer within seven days for the files to be reviewed by the Executive Committee and decide on disposition, seconded by Bruce MacDonald. The vote was taken all in favor, Stephen Gencarella abstained.

Bruce moved to donate remaining at Foundry 66 to them, seconded by Todd Babbitt, all in favor, motion approved.

7. Connecticut Office of Tourism Update

Randy discussed the state's priorities for recovery messaging. They have launched a \$1.1m digital campaign and a \$100K in-state TV Campaign in partnership with the Districts. The budget is proceeding as originally approved but could change when the legislature goes back into session. The contract application for the District should be available shortly.

8. Other Business



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Jim called on Dave Quinn for any updates as the Media Agency Partner. Dave explained that they have the bones of a marketing campaign to launch and are working on pulling together the assets to prepare the creative. Dave reviewed the creative brief ideas centered around open spaces.

9. Adjournment

Tyra moved to adjourn, seconded by Katharine, all in favor, motion approved.