



Mystic Country

Eastern Connecticut Regional Tourism District
Board of Directors Meeting
09/10/2020
Virtual – Zoom

Attendees: Ann Lojzim, Debbie Tanner, Jill St. Clair Fritzsche, Pierce Connair, Laura McCabe, Heather Harris, Bob Boissevain, Wendy Russell, Chris Regan, Tracey Hanson, Katharine Brody, Thomas Borner, Stephen Gencarella, Ryan Snide, Tyra Penn Gesek, Gina Kunst

Other Attendees: Courtney Assad, Tony Sheridan, Randy Fiveash, Dave Quinn, Peggy Roberts

1. Call to Order 9:05AM
2. Approval of Minutes 07-09-2020 Meeting

Thomas Borner moved to approve the minutes of the July 9, 2020 meeting, seconded by Tyra Penn Gesek, all in favor, motion approved.

3. Board Chair Report
 - a. Committee Vacancies

Jim was not present. Tracey spoke about the committee vacancies and Assistant Treasurer position.

4. Treasurer Report

Jill stated there has not been a significant change since the last meeting, but the Makiaris funds were returned minus \$15,223 withheld by them

Thomas Borner moved to approve the report, seconded by Gina Kunst, all in favor, motion approved.

5. Committee Chair Reports

Nominating - Bob announced they are looking for additional committee members.
Finance - Tracey stated they need members to meet as well as an Assistant Treasurer.
Marketing - Chris Regan stated they have been very busy with the Regional Marketing Partnership Program, two applications approved so far with more on the way.
Bylaws - no update
Legislative - no update

6. FY21 Contract Documents

- a. FY21 Budget - not presented.
- b. FY21 Marketing Plan - Ryan Snide spoke about the outdoor marketing and encouraged that course. Dave Quinn spoke about the plan and their focus on open spaces given the current pandemic with the ability to adapt. Ryan asked questions about the Regional Marketing Partnership Program and their desire to participate and market the parks.

Thomas Borner moved to approve the FY21 Marketing Plan, seconded by Tyra Penn Gesek, all in favor, motion approved.

7. Administrator Report

The focus is currently on preparing documentation for the FY21 contract and preparations for the audit. There has also been a large amount of support provided to the Marketing Committee for the Regional Marketing Partnership Program.

8. Connecticut Office of Tourism Update

The state is wrapping up their So Good to See You campaign and have had excellent results from the campaign. Historically they have spent less on fall campaigns, but they will run a smaller campaign starting tomorrow. Preparing for the legislative year and the next budget cycle. The fall campaign will continue on the So Good to See You campaign. They do not currently have an indication of when Phase 3 will begin. Randy spoke about the business climate for restaurants and event venues. Pete asked about generally how the tourism economy is doing. Randy stated that there is still a desire to travel, but the focus is on doing it safely.

9. Other Business

Quinn + Hary will be sending a press release announcing the two grants awarded for the Regional Marketing Partnership Program after the meeting. Dave encouraged the board to spread the word about the program applications.

10. Adjournment

Gina moved to adjourn, seconded by Ryan, all in favor, the meeting adjourned at 9:47AM.