



Mystic Country

Eastern Connecticut Regional Tourism District
Board of Directors Meeting
10/22/2020
Virtual – Zoom

Attendees: Ann Lojzim, Jill St. Clair Fritzsche, Todd Babbitt, Conrad Heede, Christine Strick, Mia Mitoma, Heather Harris, Robert Boissevain, Wendy Russell, Delpha Very, Tyra Penn-Gesek, Tracey Hanson, Jim Bellano, Ali Formica, Thomas Borner, Gary Baker, Stephen Gencarella, Ryan Snide.

Other Attendees: Courtney Assad, Tony Sheridan, Randy Fiveash, Dave Quinn, Peggy Roberts, Anthony Chabot, Jay Lirette

1. Call to Order 9:02AM
2. Approval of Minutes 09-10-2020 Meeting

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

3. Board Chair Report

Jim thanked everyone for their work and the marketing committee's work on the Regional Marketing Partnership Program.

4. Treasurer Report

Jill presented the financial statements from August. The executive committee has not met to approve September financials yet.

5. Committee Chair Reports

Marketing - Jim gave an overview of the marketing committee's efforts on the Regional Marketing Partnership. There have been 10 applications approved by the committee and the fund has been exhausted. The board discussed options for the remaining applications.

Nominating - There are three new municipal appointments to the board and there are still 10 vacancies to be filled which are being worked on. Committees are doing well but there is still a vacancy for Assistant Treasurer.

Finance - no report

Bylaws - no report

Legislative Advocacy - Tracey Hanson and Todd Babbitt agreed to serve on the committee.

6. Policy Adoption
 - a. Conflict of Interest Policy

Tom Borner moved to approve, seconded by Tyra Penn Gesek, all in favor motion approved.

- b. Regional Marketing Partnership Program Applicants

Tom Borner moved to approve the policy, seconded by Conrad Heede, Wendy Russell asked about the application deadline and current rolling admission process. Tracey Hanson raised concern about the language of eligibility saying “primary” mission excluding those where it is a secondary mission. Tyra recommended language that their mission includes promoting and supporting arts, culture and tourism in eastern Connecticut. The board discussed Administrative Partner eligibility. Jim discussed this year’s application process and modifying the policy for the next round of applications. Conrad Heede withdrew his second. Tom Borner withdrew his original motion and made a new motion with the amendment, seconded by Bruce MacDonald, all in favor, motion approved.

7. FY21 Contract Documents
 - a. FY21 Budget

Bruce MacDonald moved to approve the FY21 Budget, seconded by Tyra Penn Gesek, all in favor, motion approved.

8. Administrator Report

Courtney Assad provided an update stating that they have been supporting the Regional Marketing Partnership Program applications, working on the FY21 Contract, the FY20 Audit, as well as working with Mystic Chamber on brochure design to update the existing brochures and develop a couple new thematic brochures that will cover the region. Tony discussed brochure distribution with the board and covering more of the northern part of the region. The board agreed that they should put together some more locations for distribution. Tracey discussed putting the content online as well.



9. Connecticut Office of Tourism Update

Randy provided an update on the state's activities and thanked the District volunteers for their work. Randy discussed their tourism insights for recovery newsletter and their focus on assisting with industry recovery. Randy also discussed their efforts to manage travel advisories and advertising the state to visitors.

10. Other Business

Jim asked Dave Quinn for a quick update on their progress. Dave stated they have been working with the CT Office of Tourism and Adams and Knight to make updates to the Mystic Country section of the state website. They have prepared new content for their digital campaign that will have to be approved. Organic social media is now running on the District's social media channels. They are also working on a video project and hope to share the first video soon.

11. Adjournment

Bruce MacDonald moved to adjourn, seconded by Tyra Penn Gesek, all in favor, the meeting adjourned at 10:01AM.