



Mystic Country

Eastern Regional Tourism District (ERTD)
Executive Committee
Meeting Minutes

Thursday March 4, 2021 9:00 a.m. Zoom

Attendees: Jim Bellano, Tracey Hanson, Bob Boissevain, Jill St. Clair Fritzsche, Chris Regan, Randy Fiveash

Guests: Courtney Assad, Tony Sheridan, Dave Quinn, Bruce Flax, Rose Bove

1. Call to Order 9:02AM
2. Approval of Minutes 02-04-2021 Meeting

Chris Regan moved to approve the minutes of the meeting, seconded by Bob Boissevain, all in favor 5-0, motion approved.

3. Board Chair Report

Jim stated he will be trying to engage the full board at the next meeting and ask how they feel it is going and encourage committee membership from the larger board. Jill stated she heard feedback about some members requesting a Northeast Committee again. Tony recommended a short survey out to the board to gauge where they are at. The committee discussed the proposed legislation to allow one representative to serve for multiple municipalities.

4. Treasurer's Report

Jill presented the February financial reports. Chris Regan moved to approve the financial reports, seconded by Bob Boissevain, all in favor 5-0, motion approved.

5. Committee Chair Updates

- a. Finance - hoping to meet prior to the next board meeting.
- b. Marketing - the committee will meet tomorrow and currently has a campaign going through approval by the state. Quinn & Hary is ready to move forward once that approval has been received. Chris stated that the Marketing Committee voted to recommend extending Quinn & Hary's contract through FY22
- c. Bylaws - no update

- d. Nominating - There is a new appointment for Norwich and appointments are in progress for Union, Killingly and Waterford.
 - e. Legislative Advocacy - in need of a chair. Tony provided updates on the Chamber's work on legislative actions and tracking software. Randy provided updates on the state budget process and gaming bills.
6. Administrator Report
- a. Draft Financial Policies

The FY21 Contract first three quarters money have been received and the last payment is available this month. The process will begin again shortly to get back on the right cycle for FY22. Randy commented on the budget process through their office and DECD. Tony recommended industry marketing classes for the region. Quinn & Hary offered to work the Chamber and assist with the program. Randy also stated that the state is happy to partner and encouraged the District to move forward with the concept.

Bruce Flax presented on the letter he submitted in regards to their Administrative Partner Contract invoices. They are proposing a 25% reduction in their invoices for September through February. Jill proposed an executive session to discuss. Jim proposed a quick executive session turnaround to make a decision on the proposal next week.

7. Connecticut Office of Tourism Update

Randy stated he does not have a further update than what was discussed and will keep the committee in the loop on legislative activities.

8. Other Business

9. Adjournment

Bob Boissevain moved to adjourn, seconded by Jill, all in favor 4-0, the meeting adjourned at 9:58AM.