



Mystic Country

Eastern Regional Tourism District (ERTD)  
Executive Committee  
DRAFT Meeting Minutes

Thursday April 1, 2021 9:00 a.m. Zoom

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

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

1. Call to Order 9:01AM
2. Approval of Minutes 03-04-2021 Meeting

Tracy moved to approve the minutes, seconded by Bob, all in favor 5-0, motion approved.

3. Board Chair Report

Jim stated his report will be reviewed with the Administrative Partner report.

4. Committee Chair Updates

- a. Finance - The committee met yesterday morning and will be drafting a budget for the next fiscal year.
- b. Marketing -
- c. Bylaws - no update.
- d. Nominating - will be sending a letter to the vacant municipalities.
- e. Legislative Advocacy - Need to appoint a chair of the committee.

5. Administrator Report

- a. Draft Financial Policies

Jill provided feedback on the Internal Controls policy asking that a line be added to require W-9 forms and two board signatures for payment approvals. She expressed concern with a debit card and asked for feedback from the auditors on best practices. The chamber will reach out and have that for the next meeting.

Jill moved to approve Policy 3: Purchasing Policy with the amendment to move the threshold to \$5,000, seconded by Tracey, all in favor 5-0, motion



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approved.

### 6. Connecticut Office of Tourism Update

Christine Castonguay has been selected as the interim Director of the Connecticut Office of Tourism following Randy's retirement. Rose spoke about their current efforts and transition.

Tracy moved to move Other Business to Item 7 on the agenda, seconded by Jill, all in favor 5-0, motion approved.

### 7. Other Business

Dave Quinn shared that the digital campaign has just kicked off and they will have more to share next month for analytics. The campaign will ramp up into the Spring. The committee discussed re-opening and the state's hope to continue to release restrictions.

### 8. Executive Session

Tracey moved to enter the Executive Session to discuss contract related items, seconded by Jill, all in favor 5-0, motion approved.

Tracy and Chris made a motion to come out of the executive session, all in favor, motion approved.

Bob. B made a motion to move on the following items:

1. The approval of the Marketing Committee's recommendation to extend the contract with our marketing agency Quinn & Hary for another year with the additional request of providing monthly media analytic reports.
2. Approval of Mystic Chamber's outstanding invoices after appropriate contractual deliverables have been fulfilled with detailed back up documentation.
3. Notice of current administrative partner contracts due to expire in June 2021 will not be renewed as written and will go out for RFP process.
4. All intellectual property produced or distributed on behalf of the district to include and not limited to digital content, compiled email database, photography, video inventory, marketing campaigns will be deposited into a digital/cloud based storage dropbox on a monthly basis.

Tracy seconded the motion, all in favor 5-0, motion approved.



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## 9. Adjournment

Tracy moved to adjourn the meeting, seconded by Chris, all in favor 5-0, motion approved. The meeting adjourned at 10:03am.