



Mystic Country

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

Thursday May 6, 2021 9:00 a.m. Zoom

Attendees: Jim Bellano, Tracey Hanson, Bruce MacDonald, Jill St. Clair Fritzsche

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

1. Call to Order
2. Approval of Minutes 04-01-2021 Meeting

Jill moved to approve the minutes, seconded by Tracey, the vote was taken 4-0-1, Bruce MacDonald abstained.

3. Board Chair Report

Jim appointed Cathy Barnard as Chair of the Legislative Advocacy Committee.

4. Treasurer Report

- a. FY20 Remaining Funds

Bruce moved to allocate the \$28,000 of remaining funds to 5105 Production, to build additional video and photo collateral per recommendation of the Marketing Committee and issue RFP accordingly. Seconded by Tracey, all in favor 4-0, motion approved.

- b. FY21 Reallocation

Bruce moved to reallocate FY21 funds as presented per the recommendation of the Marketing Committee, seconded by Tracey, all in favor 4-0, motion approved.

5. Administrative Partner RFP

Jill moved to send out the RFP as presented with a due date of June 1, 2021, seconded by Bruce, all in favor 4-0, motion approved.

6. Media Agency Contract

Bruce moved to extend contract with Quinn and Hary Marketing through June 30.2022 as the media agency of record, seconded by Jill, all in favor 4-0, motion approved.

7. Committee Chair Updates

- a. Finance - Jill presented the Mystic Chamber Invoices for final approval and noted they have complied to her satisfaction. Bruce moved to approve the payment of \$10,206 for September 2020 through March 2021, seconded by Tracey, all in favor 4-0, motion approved. Jill presented the Draft FY22 Budget on behalf of the Finance Committee and noted changes from the previous year. Tracey moved to approve the budget, seconded by Bruce, all in favor 4-0, motion approved.
- b. Marketing - Regional Marketing Partnership Program grants are now open.
- c. Bylaws - Tracey plans to meet prior to the Annual Meeting to consider an amendment about committee participation and limiting overlap.
- d. Nominating - Bob Boissevain has retired from the board, Mike Urgo will take his place for North Stonington, but a new Chair for nominating will be needed.
- e. Legislative Advocacy - Will meet with the new chair.

8. Administrator Report

Focus is currently on wrapping up the year and spending remaining funds as well as preparing documentation for next year so our funding can be provided on time. They are also working with the Marketing Committee on the Regional Marketing Partnership Program grants, putting out a monthly industry newsletter, and preparing for the Annual Meeting.

9. Connecticut Office of Tourism Update

Christine Catonguay gave an update on the outcomes of their virtual meetings with the industry sectors, the state's Say Yes campaign, the welcome center staffing, the CTDrinksOnUs campaign, Open House Day and the Kids Free at museums program.



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10. Adjournment

Bruce moved to adjourn, seconded by Tracey, all in favor 4-0, the meeting adjourned at 10:03AM.