



Mystic Country

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

Tuesday June 29, 2021 9:00 a.m. Zoom

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

Guests: Courtney Assad, Tony Sheridan, Dave Quinn, Morgan Yandow, Sinead Roche, Rose Bove

1. Call to Order 9:00AM

2. Approval of Minutes 06-03-2021 Meeting

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

3. Regional Marketing Partnership Program Grant Approvals

Jill moved to approve the Think Mystic grant for \$10,000, seconded by Bruce, the vote was taken 4-0-1, Chris abstained, motion approved.

Jill moved to approve the City of New London grant for \$10,000, seconded by Chris, the vote was taken 4-0-1, Bruce abstained, motion approved.

Jill moved to approve the Greater Mystic Chamber grant for \$10,000, seconded by Bruce, the vote was taken 4-0-1, Chris abstained, motion approved.

Bruce moved to approve the Walktober (The Last Green Valley) grant for \$10,000, seconded by Tracey, all in favor 5-0, motion approved.

Tracey moved to approve the Killingly Business Association grant for \$10,000, seconded by Bruce, all in favor 4-0-1, Jill abstained, motion approved.

Jill moved to approve the Avalonia grant for \$5,000, seconded by Bruce, all in favor 5-0, motion approved.

4. Photo/Video Project Approval

Bruce moved to approve the recommendation from the Marketing Committee to contract with Craig Orsini and ReelE Media for \$38k photo and video project to be completed in 2021, seconded by Chris. The committee discussed the contracts. All in favor 5-0, motion approved.

5. FY21 Final Expenditures

Jill moved to approve \$12k in remaining FY21 funds from the Professional Fees line item

to be committed to the photo and video project for additional deliverables in 2021, seconded by Bruce. Chris discussed potentially sponsoring the Miss America contest and sponsoring meet and greets in the region. A vote was not called.

Bruce moved to approve the proposed brochure distribution contract, seconded by Jill, all in favor 5-0, motion approved.

Jill moved to approve the office supply items, seconded by Tracey, all in favor 5-0, motion approved.

Bruce moved to approve the proposed collateral material and promotional items, seconded by Tracey, the vote was taken 4-1, Jill opposed, motion approved.

Bruce moved to reallocate \$12,000 of 6250 Professional Fees to 6100 Advertising to sponsor the Miss America 2021 pageant, seconded by Jill, all in favor 5-0, motion approved.

6. Administrator Report

Courtney reported on the end of the fiscal year and reviewed the process for the upcoming fiscal year and audit. They will also be working to collect reports from the grant recipients.

7. Connecticut Office of Tourism Update

None, Rose had to leave.

8. Adjournment 10:13AM

Bruce moved to adjourn, seconded by Tracey, all in favor 5-0, motion approved.