



Mystic Country

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

Tuesday June 30, 2020 12:00 p.m. Zoom

Attendees: Jim Bellano, Tracey Hanson, Bob Boissevain, Bruce MacDonald, Jill St. Clair Fritzsche, Chris Regan, Randy Fiveash (Ex-Officio)

Guests: Courtney Assad, Tony Sheridan, Peggy Roberts

1. Call to Order 12:03
2. Approval of Minutes 06-04-2020 Meeting

Tracey moved to approve, seconded by Bob, all in favor 6-0, motion approved.

3. Board Chair Report
  - a. FY20 Remaining Funds

Jim reviewed the expended funds to date and explained that the remaining funds are proposed to be transferred to the two administrative partner foundations for safe keeping. Randy discussed the reasoning behind the transfer to the two foundations that there are two administrative partners so their attorneys felt it should be split. Bruce asked about alternatives to commit the funds. Randy explained it would have to be done by today so this gives the ERTD the ability to retain the funds. Jill discussed her discomfort at the lack of a contract with the two foundations prior to distributing a check. Jim stated that they will obtain a signed letter of agreement prior to releasing the checks. Tony asked about the state granting an extension per the contract. Randy explained that without a clear plan for the spend of the remaining funds their attorneys felt this was a better way to handle the remaining funds.

Bruce moved that subject to the associated letters of agreement the Executive Committee of the Eastern Regional Tourism District approves the transfer of the remaining funds from the District's operating accounts to the Chamber of Commerce of Eastern Connecticut Foundation and the Greater Mystic Chamber of Commerce Foundation, in the amounts of  $\frac{2}{3}$  and  $\frac{1}{3}$  respectively. All funds transferred shall be for the sole purpose of the Eastern Regional Tourism District's budget and marketing plan and shall be available upon request of the Eastern Regional Tourism District Executive Committee and under the terms of the associated letters of agreement, seconded by Chris, all in favor 6-0, motion approved.

#### 4. Committee Appointments

Jim spoke about officers considering their committee involvement and allowing board members to participate in the committees.

Jim made the following committee appointments:

Fran Kefalas, Marketing  
Ed Chmielewski, Chair, Legislative Advocacy  
Gary Baker, Legislative Advocacy  
Jason Vincent, Legislative Advocacy  
Steve Everett, Legislative Advocacy  
Bruce MacDonald, Legislative Advocacy

#### 5. Committee Chair Updates

Finance Committee - Jill stated that she will be working with Courtney to develop a procedure for financial reporting.

Nominating Committee - Bob stated that he has been given some recommended industry reps and will continue to work on the slate. They are also in need of additional members for the nominating committee.

Bylaws Committee - Tracey stated they will be voted on at the next board meeting and is willing to step down if another Chair is found.

Marketing Committee - Chris stated that they have been working hard to develop a marketing plan for the general marketing campaign and developing a regional marketing partnership program to provide the region with a matching funds opportunity. Peggy has drafted guidelines that the committee reviewed and the final draft will be provided to the Connecticut Office of Tourism.

#### 6. Administrator Report

Courtney provided a summary of the work that was performed in June on the District asset removal from COG and Foundry 66. There are also a couple desks left at the Foundry 66 and it is the Chambers recommendation to allow them to keep it. There are a few municipalities that still have vacancies for their municipal appointments which they will follow up on. The Chambers have worked on various committee meetings and assisting the Marketing Committee with the Regional Marketing Partnership guidelines.



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The Eastern Chamber has worked on processing checks and payments and will produce financial reports shortly. Two outstanding items are Ed's computer and the return of funds from Makiaris Media.

### 7. Connecticut Office of Tourism Update

Randy gave an update on the state budget for FY21 and stated that the tourism budget has remained intact to date, but is unsure what may happen moving forward when the legislature comes back into session in February. The contract process will become available shortly and it will be important to complete that process and comply with all aspects of the contract. The Big E has been cancelled for 2020. They are currently soliciting suggestions for the TV campaign features and safety videos. The new campaign will kick off in market on the 17th. The state will send reports when available. This campaign will run through Labor Day and then they will be working on new campaigns going forward and will communicate those plans.

### 8. Other Business

### 9. Adjournment

Bruce moved to adjourn, seconded by Tracey, all in favor 6-0, motion approved, the meeting adjourned at 12:55pm.