



Mystic Country

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

Thursday December 3, 2020 9:00 a.m. Zoom

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

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

1. Call to Order 9:01AM
2. Approval of Minutes 11-05-2020 Meeting

Bruce moved to approve the minutes, seconded by Bob, all in favor, motion approved.

Bruce moved to move Item 7 on the agenda to Item 3, seconded by Chris, all in favor, motion approved.

3. Connecticut Office of Tourism Update

The COT has made the updates to the regional pages on the state website and they are now live . Experiences and hero images have greater capability for each regional page. Randy recommended an additional session with the state to have a review of the new capabilities and how to use them.

4. Board Chair Report

Jim thanked the marketing committee for their work on the Regional Marketing Partnership Program. Jim has asked that the committees begin meeting regularly specifically Legislative Advocacy. Ed has emailed this morning and asked to step down as Chair of the committee. Bruce discussed a tourism caucus meeting, potentially over Zoom. Jim discussed Peggy's resignation and the Administrative Partner contract. Bruce Flax is serving as Interim President of the Mystic Chamber and is putting together a committee to seek a replacement. They do plan to fulfill their responsibilities as best they can. Jim discussed putting their payments on hold until this can be further examined. Jill asked Bruce for clarification on Peggy working as a volunteer while the District was paying for their services through the Administrative Partner contract.

5. Private Fundraising Plan

Chris asked about the Marketing Committee's role in the plan. Jill commented that she feels there should be additional feedback from the Marketing Committee and Media Agency on the plan. Randy explained the purpose of the plan and the state requirement. Randy had to leave the meeting. Jim explained the reasoning for the sub-committee and pieces of the plan that focus on fundraising for the District and disperse decision making and responsibility. Jim explained this is a timing issue and needs to be completed for the FY21 Contract which we are already 6 months into. Bruce explained he saw the Cultural Heritage sponsorship as an opportunity to draw in corporations to promote very small historical venues. Jill recommended getting further feedback from the Marketing Committee. Dave discussed reorganizing ideas to make the plan clearer.

Bruce moved to bring the plan to the Marketing Committee for edits for the Board Meeting next week, seconded by Jill, all in favor, motion approved.

6. Committee Chair Updates

- a. Finance - Jill reviewed the financial reports. Chris moved to approve the financial reports, seconded by Bob, all in favor, motion approved.
- b. Marketing - Most grantees have received their checks and programs will begin to be implemented. Dave commented on the regional page updates. Dave recommended putting out a press release on the Regional Marketing Partnership Program Grants. Bruce recommended a broader pitch on the success of the District. The committee discussed getting a quote from the Governor's office.
- c. Bylaws - no update.
- d. Nominating - The committee had a phone meeting and are dividing the vacant towns to call. Bob asked that the appointment request letter be sent out again.
- e. Legislative Advocacy - has not met. Need to find a new Chair for the committee.

7. Administrator Report

Courtney provided a report on the FY21 Contract efforts and the audit. Tony recommended coordinating a Tourism Advocacy Day with the other Districts and organizations. Tony discussed the Chamber's Legislative Agenda and working with CBIA for the District as well.



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8. Other Business

9. Adjournment

Bruce moved to adjourn, seconded by Chris, all in favor, the meeting adjourned at 10:17AM