



Mystic Country

ERTD Marketing Committee
Minutes
October 2, 2020 9:00AM
Zoom

Attendees: Chris Regan, Jill St. Clair, Delpha Very, Steven Everett, Fran Kefalas, Tyra Penn Gesek, Dave Quinn, Peggy Roberts, Dave Quinn, Tony Sheridan, Courtney Assad, Rosemary Bove.

Guests: Bruce Flax.

Meeting called to order at 9:02AM.

1. Regional Marketing Partnership Program Application
 - a. Mystic Chamber Continuation

Peggy discussed their reasoning for the application and their basis for why it should be approved. Jim discussed the process of approval for this application.

Bruce moved to approve the application, seconded by Gina. Bruce M. explained that the Mystic Chamber applied under the guidelines the committee established and they just be judged on that. Jill responded that she feels the larger board should be making a decision on policy for the administrative partner prior to approving the application. Jill had also asked whether they have been able to work with ThinkMystic to bring synergy to the programs. Peggy explained they have put this messaging in place since early summer and have cleared the message with the large entities in Mystic. Jill raised concern about the administrative partners vying for dollars with a smaller budget moving forward. Fran expressed her disagreement with the administrative partners applying for the funds, but also agrees that they did not have the policy in place prior to the application. Fran stated there is new information from yesterday's executive committee meeting and was concerned about voting without that information. Jim clarified the website issue that was discussed at that meeting about the state not funding website development. The committee discussed their opposition that the state may require use of the state website for these grants. Bruce M. stated that these discussions are important for future applications, but they should act now. Jill reiterated that they should not allow this to move forward on a loophole. Bruce F. stated he feels they have been treated unfairly as an applicant and understands the committee's points but there are other conflicts on the committee as well. Steven E. stated he feels the marketing committee's decision is on the viability of the project on its merits and the rules and regulations



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should be managed by the executive committee as the final say. The vote was taken 6-2-2, motion carried.

Roll Call: Chris - abstain, Gina - approve, Bruce - approve, Wendy - approve, Fran - approve, Tyra - approve, Jill - oppose, Stephen G. - oppose, Steve E. - approve, Delpha - abstain.

Adjournment 9:43AM