

**Eastern Regional Tourism District (ERTD)
Board of Directors - Special Meeting
Meeting Minutes**

Thursday, May 12, 2022 9:00AM

Attendees: Ann Lojzim, Jill St. Clair, Gina Kunst, Todd Babbitt, Paige Bronk, Laura McCabe, Gary McKeon, Christine Strick, Mia Mitoma, Bruce MacDonald, Mike Urgo, Angela Adams, Jordan Lumpkins, Charlie Tracy, Delpha Very, Chris Regan, Tracey Hanson, Jim Bellano, Tom Borner, Fran Kefalas, Bruce Flax, Stephen Gencarella.

Guests: Courtney Coates, Tony Sheridan, Dave Quinn

1. Call to order 9:02AM
2. Discussion and Action: Three Destinations Within the Eastern Regional Tourism District Name Selection

Jim Bellano provided background on the Destination selection process and naming process. Jim also showed the website functionality and how this will work on CTvisit.com. The name choices for the board to decide on are as follows:

Destination One - Scenic Northeast

Destination Two - Greater Norwich/New London

Destination Three - Mystic Country

Bruce Flax discussed the question of the overall district and its impact on Destination Three. From the website perspective it is clear, but from a marketing perspective and social media brand it could cause duplication. The board discussed the considerations of the overall brand and the destination names. The region stakeholders would like to see Mystic Country remain.

Charlie Tracy moved to approve the destination names, seconded by Jill St. Clair. Bruce Flax stated that the Destination naming should be going hand in hand with the overall brand. There was discussion around Greater Norwich/New London vs. Greater New London/Norwich. The vote was taken, motion approved. Flax, Gencarella abstain.

3. Adjournment 9:40AM