

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

Thursday, June 9, 2022 - 9:00AM

**Attendees:**

Guests: Felicia Lindau, Sinead Roche, David Quinn, Tony Sheridan, Courtney Coates

1. Call to Order 9:01AM
2. Approval of 03-10-2022 Meeting Minutes

Charlie moved to approve the minutes, seconded by Stephen Gencarella, all in favor, motion approved.

3. Approval of 05-12-2022 Special Meeting Minutes

Charlie moved to approve the minutes, seconded by Stephen Gencarella. Charlie suggested an amendment to the minutes. Certain District stakeholders would like to see Mystic Country remain as the overall brand. The vote was taken on the amended minutes, all in favor, motion approved. Cathay and Tyra abstained.

4. Board Chair Report

Jim Bellano reported that Bruce MacDonald passed away last week. Jim thanked the Board, Executive Committee, and subcommittees, the administrative partner and the media agency. Tony recommended a small donation be made in Bruce's honor to a local food bank. Charlie moved to approve a \$400 donation to the New London Food Bank, seconded by Stephen, all in favor, motion approved.

5. Treasurer Report

- a. Jill presented the current financial status.
- b. FY23 Budget Approval - Jill reviewed the changes from last year's budget. Charlie asked about the \$20,000 giveback to COT. Rose stated that Noelle is looking to have the 5% focus on trade shows and marketplaces for the District to participate in. Tyra Penn-Gesek moved to approve the budget, seconded by Bruce Flax, all in favor, motion approved.

6. Elections

- a. Officers - Todd presented the slate of officers:
- b. Chair - The nominating committee has put forward Jim Bellano as Chair. Tyra moved to nominate Jim as Chair, seconded by Charlie, all in favor, motion approved. Nominations from the floor were taken, none received.

Tom moved to close nominations, seconded by Charlie, all in favor, motion approved. Jim Bellano was elected as Chair.

- c. Vice Chair - The nominating committee has put forward Tracey Hanson as Vice Chair. Tyra moved to nominate Tracey, seconded by Jim, all in favor, motion approved. Nominations from the floor were taken, none received. Tom moved to close nominations, seconded by Charlie, all in favor, motion approved. Tracey Hanson was elected as Vice Chair.
- d. Treasurer - The nominating committee has put forward Jill St. Clair as Treasurer. Jim moved to nominate Jill, seconded by Tyra, all in favor, motion approved. Nominations from the floor were taken, none received. Tom moved to close nominations, seconded by Charlie, all in favor, motion approved. Jill St. Clair was elected as Treasurer.
- e. Secretary - Nominations from the floor were taken. Tyra moved to nominate Stephen Gencarella, seconded by Jill, all in favor, motion approved. Stephen moved to nominate Tyra, seconded by Paige, all in favor, motion approved. Tom moved to close nominations, seconded by Charlie. The vote was taken 14-2-1, Stephen Gencarella was elected as Secretary.
- f. Roll Call:
  - Charlie: Stephen
  - Todd: Stephen
  - Ann: Stephen
  - Mark: Stephen
  - Jordan: Stephen
  - Tracey: Stephen
  - Cathy: Stephen
  - Paige: Stephen
  - Jim: Stephen
  - Bruce F: Stephen
  - Laurie: Stephen
  - Jill: Tyra
  - Angela: Stephen
  - Tyra: Stephen
  - Chris: abstain
  - Stephen: Tyra
  - Tom: Stephen

### 7. Committee Chair Reports

- a. Finance
- b. Marketing - Media Agency RFP process underway for the month of June.
- c. Bylaws - has not met recently and is looking for a Chair. They will need to meet to add the grant committee and recognize the destinations in some way.
- d. Nominating - no report.

- e. Legislative Advocacy - no report.
- 8. Media Agency Report - Quinn & Hary

Dave presented the analytics of the Spring campaign which already has strong returns. They are currently working on additional content for CTvisit.com, video and photography for the library, and brochure development.

- 9. Connecticut Office of Tourism Update

Rose reported that she is retiring from the state at the end of June and will be running her Inn in northeast CT moving forward and looks forward to continuing to be involved. Felicia Lindau presented on the state's strategic plan and objectives. A style guide for the new look will be released in Fall. Jill asked how existing links will work. Felicia stated links will continue to work and the red, white and blue logos will take time to transition. Charlie asked about the search functionality. Felicia stated they will be looking at that in the larger update later this year. Tracey commented on the ATV use and clips and how that functions with the website. Felicia pointed out where the experiences in the videos can be found. The destinations will be retagged later this year.

- 10. Administrator Report

Rachel will be returning from maternity leave on Monday June 13 and will be transitioning back with Courtney over the next couple of weeks. The main focus currently is on the end of the year close out and RFP responses.

- 11. Other Business

Jill recommended a poll to gauge the board on meeting in person again.

- 12. Adjournment 10:10 AM

Charlie moved to adjourn, seconded by Tracey, all in favor, motion approved.