

Attendees: Jim Bellano, Tom Borner, Charlie Tracy, Jill St. Clair, Bruce MacDonald, Fran Kefalas, Paige Bronk, Mike Urgo, Bruce Flax, Todd Babbit, Tracey Hanson., Chris Regam, Tyra Penn-Gesek, Mia Mitoma, Gina Kunst, Barry Kapplan, Stephen Gencarella, Tony Sheridan, Rachel Lenda, Rosemary Bove, Chrstine Castonguay, David Quinn, Wendy Russell, Mayor Michael Passero, Delpha Very, Angela Adams

1. Call to order
2. Approval of meeting minutes draft from 9-9-2021 Board of Directors meeting: Charlie Tracy made the first motion, Tom Borner made the second motion, no discussion, no opposition, one abstention: Fran Kefalas.
3. Board Chair Report: Jim thanked the board for participation. Also discussed the vacancies in towns that are still needed for municipality appointees.
4. Treasurer Report: reported that ERTD is still waiting on the funds to for FY21 to be deposited to ERTD bank. Also, waiting to hear back on COT to see if the refund from Greater Mystic Chamber of Commerce in FY2021 Regional Marketing Partnership Program can be applied to FY22 RMPP.
5. Committee Chair Reports
 - a. Finance: holding a finance meeting at the end of the month to tighten up the budget.
 - b. Marketing: Regional Marketing Partnership Program and rebranding the tourism district are top of work order. A press release is scheduled to go out about the Regional Marketing Partnership Program to garner interest.
 - c. Bylaws: No updates or changes.
 - d. Nominating: Town of Franklin has a potential appointee and vacant towns were listed off.
 - e. Legislative Advocacy – no news to report
6. Regional Brand Name Discussion:
 - a. Poll review: Jim went through the choices and results of the poll asking municipalities to answer if they thought to rebrand the region with a new name, rebrand the region, maintaining the Mystic name and adding to it in order ot better define the district, using the model of the other districts, create a sub region for NE CT and have that represented on the CTVisit map, or keep the name as is.
 - b. A discussion took place where Bruce MacDonald, Mayor Passero, Fran Kefalas, Charlie Tracey, Jim Bellano, Paige Bronk, Mike Urgo, Bruce Flax, Chris Regan, Tyra Penn-Gesek, Jill St. Clair, Mia Mitoma, Tracey Hanson, Gina Kunst, and Barry Kapplan all weighed in on the topic of the regional brand name choices.
 - c. Jim Bellano asked for a motion to adopt “using the model of the other districts, to create a sub region for NE CT and have that represented on the CTVisit map.”

- i. Tyra Penn-Gesek made the first motion, followed by Stephen Gencarella for the second motion. No further discussion, all were in favor, no oppositions, no abstentions. Motion to adopt the branding choice passed.
7. Marketing Agency Report: Quinn & Hary shared the deck for their latest campaign marketing results, statistics, and reach for social media advertising along with organic reach.
8. Connecticut Office of Tourism Update: Rose Bove offered an update on the COT's winter tourism campaign and their request for more 'winter themed content'.
9. Administrator Report: funds were approved by Commissioner Leehman on 12/7/2021. ERTD newsletter going out,
10. Request for motion to pass remaining ERTD full Board of Directors Meeting for 2022 on Thursday, September 8, 2022 at 9am and Thursday, December 8, 2022 at 9am all via zoom. Charlie Tracy made the first motion, Bruce MacDonald made the second motion, no discussion, all in favor, no abstentions, no oppositions.
11. Other business: public facing documents should be directed to visiteasterncnct@gmail.com and not rlenda@chamberect.com.
12. Adjournment: Bruce MacDonald made the first motion, Angela Adams made the second motion, no discussion, opposition, or abstention. Meeting adjourned.