

Eastern Regional Tourism District (ERTD) Executive Committee

Minutes

Regular Meeting

Thursday, March 3, 2022 - 9:00AM

Attendance: Jim Bellano, Bruce MacDonald, Chris Regan, Jill St. Clair, Tracey Hanson, Bruce Flax.

Guests: Rachel Lenda, Tony Sheridan, Dave Quinn, Rose Bove

1. Call to Order 9:00AM
2. Approval of Minutes - February 3, 2022
Chris Regan moved to approve the minutes, seconded by Bruce MacDonald, all in favor 6-0, motion approved.
3. Treasurer Report
Jill St. Clair reviewed the approved financials from the finance committee. The Regional Marketing Partnership Program grant checks have been mostly dispersed, just waiting on the last two contracts before their checks are released. The committee is also working on brochure print and distribution budget. The committee discussed the RFP process for creation and distribution and potentially having Quinn & Hary develop the new content. The finance committee will also be working on a draft budget. Bruce MacDonald moved to approve the financial reports, seconded by Chris Regan, all in favor 6-0, motion approved.
4. Discussion and Review - Facilitation Meeting on 2/16/2022
Tracey stated that the Ad-Hoc committee decided on three destinations, and each will make a recommendation for their names. These will be presented at the March board meeting for approval. The groups will be led by the following individuals: Charlie Tracy - Destination 1, Bruce MacDonald - Destination 2, Chris Regan - Destination 3. The names will be selected and presented at the May board meeting. Bruce Flax moved to accept the map of the destinations presented by the Ad-Hoc Committee, seconded by Jim, the vote was taken 2-0-4, motion approved. Tracey Hanson, Chris Regan, Bruce MacDonald, and Jill St. Clair abstained.
5. Committee Chair Updates
 - a. Finance
 - b. Marketing - Chris stated that the digital marketing campaign is going well and they are happy with the results. They have completed the Regional Marketing Partnership Program grants for this year.

- c. Bylaws - Need to meet to propose the grant standing committee. Jill asked for clarification on municipal appointments. The committee discussed looking at the enabling legislation around the appointments to make a determination.
 - d. Nominating - no report.
 - e. Legislative Advocacy - no report.
6. Administrator Report
- Tony provided a short update on the legislative session. The committee discussed efforts to show the District's impact next year and request additional funding. Rachel stated that Courtney Assad will be providing support while she is out on maternity leave. Tony discussed Connecticut Business Day at the capitol April 12.
7. Connecticut Office of Tourism Update
- Rose stated the state has been going through a RFQ for new media agencies and are nearing completion. Adams and Knight will continue in the meantime. The website will be updated and a preview will be provided to the Districts.
8. Marketing Update
- Dave Quinn presented on the chosen spring/summer campaign by the Marketing Committee, "Take the Scenic Route". The committee reviewed the new video assets by Craig Orsini. There are additional shoots that will be done when the weather gets better. Tracey moved to approve the recommendation of the Marketing Committee for the spring/summer campaign, seconded by Bruce, the vote was taken 3-0-2, motion approved. Jill St. Clair and Bruce MacDonald abstained.
9. Adjournment 10:05AM
- Jill St. Clair moved to adjourn, seconded by Tracey Hanson, all in favor 5-0, motion approved.