

**Eastern Regional Tourism District (ERTD)
Executive Committee**
Approved Meeting Minutes

Regular Meeting

Thursday, June 2, 2022 - 9:00AM

Attendees: Cathy Barnard, Jill St. Clair, Bruce Flax, Jim Bellano, Tracey Hanson (9:04)

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

1. Call to Order 9:02AM
2. Approval of Minutes - May 5, 2022
Bruce Flax moved to approve the minutes, seconded by Cathy Barnard, 3-0-1, motion approved. Cathy abstained.
3. Board Chair Report
Jim stated they have been shooting for summer videos in Willimantic. Jim discussed moving towards meeting in person for board meetings. Jill recommended gauging the group at the annual meeting next week. Jim also reported the passing of the late Bruce MacDonald, ERTD New London appointee and ERTD Secretary.
4. Treasurer Report
 - a. FY22 Budget Reallocations
The finance committee is recommending reallocating additional funds towards digital marketing. In prior years the digital campaign was closer to this overall. Tracey moved to approve, seconded by Cathy, all in favor 5-0, motion approved.
 - b. FY23 Budget
Jill presented the proposed budget for FY23, there is room in the budget should we decide to participate in a trade show with the state.
Tracey moved to approve the budget, seconded by Bruce, all in favor 5-0, motion approved.
5. Marketing Agency Update
Dave Quinn presented on the digital campaign performance of the last two months. The campaign is doing well with high impressions and click throughs. New content articles have been developed for the state website.
6. Committee Chair Updates
 - a. Finance - The committee discussed participating in the Mystic Outdoor Art Festival and the Woodstock Fair this year. Jim discussed getting brochures to events and participating in the larger events. Tracey moved to allocate funds for

the festival and fair, seconded by Cathy, 4-0-1, motion approved. Bruce Flax abstained. Jill presented the financial reports.

- b. Marketing - there will be two new brochures created, cultural heritage trail and a booze & beans trail.
 - c. Bylaws - need to meet next week to prepare bylaws
 - d. Nominating - elections next week, now have a vacancy for the Secretary position
 - e. Legislative Advocacy - no report
7. Administrator Report
- Currently supporting the RFP processes and the end of year processes. Rachel will be returning to work June 13th and will transition with Courtney. Tony discussed getting more brochures from venues.
8. Connecticut Office of Tourism Update
- Rose Bove is retiring at the end of the month, a large amount of transition.
9. Other Business
- Jill discussed the state's strategic plan and its lack of focus on outdoor spaces. Tony discussed asking Noelle to join a board meeting to discuss the plan.
10. Adjournment 9:40AM