



Mystic Country

Eastern Regional Tourism District (ERTD)
Executive Committee
Meeting Minutes

Thursday, August 5, 2021

Attendees: Jim Bellano, Tracey Hanson, Bruce MacDonald, Todd Babbitt, Cathy Barnard, Jill St. Clair

Guests: Megan Gilbert, Tony Sheridan

Virtual Meeting (Zoom)

1. Called to Order at 9:01

2. Bruce moved to approve the draft EXCOMM minutes presented from July 14. Cathy seconded, the vote was taken 5-0, the minutes were approved as final.

3. Board Chair Report - Jim has signed the agreement with The Miss America Organization for ERTD's sponsorship. The parade will proceed on September 6. Tracey asked about potential for forming a committee re. federal grant opportunities for tourism and outdoor recreation under ARPA. Input is sought from the state as to whether ERTD is eligible based on their state relationship, and/or if the state is receiving similar funds from that grant. Discussion of potential uses for funds, such as highway visitor centers.

4. Treasurer Report - Jill reported that the Finance Committee will have a standing meeting on Mondays before the Board meets each month to review previous month's financials. On the Profit and Loss report, Jill noted that the state approved the small balance of \$3,904 as of June 30, 2021. Bruce moved to approve financials as presented. Tracey seconded. The vote was made 6-0, the report was approved.

5. FY22 Marketing Plan - Tracey moved to approve the FY22 Marketing Plan as presented; Todd seconded. Bruce abstained. The vote was taken 5-0, the motion passed.

6. Committee Chair Updates

a. Finance - Jill reported that the Finance Committee approved policies that expenditures over \$500 require approval, and that a YTD percentage allocation of funds will be included in monthly reports. Courtney will be asked to update and present these policies for approval.



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b. Marketing - No report.

c. Bylaws - No report.

d. Nominating - Todd reported that the Board has 9 vacancies for towns, and 2 that have expired. Todd is reaching out to see if there will be re-appointments (East Lyme expired in January, Ledyard in June).

e. Legislative Advocacy - Cathy's access is pending for bill tracking software. Town multi-representation bill passed the state legislature.

7. Administrator Report - The Chamber is nearing confirmation of a replacement for the Administrative Partnerships role. Courtney Assad is contracted to provide periodic support during the transition.

8. Connecticut Office of Tourism Update - No report.

9. Other Business - Tony reported that Rose Bove is seeking volunteers for the Big E and will coordinate how to register as a volunteer, as well as bringing brochures from vendors to the event.

10. Adjournment - Bruce moved to adjourn the meeting, Jill seconded. A vote was taken 6-0. Meeting adjourned at 9:46am.