

Attendees: Jim Bellano, Tracey Hanson, Jill St. Clair, Chris Regan, Bruce Flax, Bruce MacDonald, Todd Babbitt, Tony Sheridan, Dave Quinn, Rose Bove, David Jenson, Rachel Lenda,

1. Meeting called to order.
2. Meeting minutes correction: section five, “Tracey shared at the NECOG that the split name will receive split money.” The correction should be will not receive split money. Rachel will make those changes to the document as requested. Jill made a motion to approve as amended. Second, Tracey. All were in favor, no opposition, no abstentions.
3. Treasurer report – Jill St. Clair: met with the financial committee, budget will be tighter but not chasing money. Current balance: \$167,247.22. Quinn & Harry, \$45,000 per quarter – allowance – to stay on track. Balance sheet: \$178,709 in assets and total equity. Rachel following up on refund from Greater Mystic Chamber of Commerce with the state to see if that money can be kept within the district or does it have to return to the state. Motion to accept the financials: Tracey 1st motion, Chris Regan 2nd motion, all were in favor, no abstentions, no oppositions.
4. Tracey Hanson led a discussion on the Ad Hoc Subcommittee for Rebranding the Regional Name on January 5, 2022.
 - a. The naming was discussed during the meeting as being more “experiential” and not so much a “town” name. Greater Mystic Chamber of Commerce has documents from the last twenty years containing research and committee reports – questioned if that would be useful for the committee.
 - b. It was mentioned several times that ‘thinking like a visitor’ is most important during the decision of a name change. The discussion led to understanding which towns invest in ‘tourism’ dollars – municipalities.
 - c. There was a concern that if towns cannot invest in tourism dollars, per se, they wouldn’t be heard.
 - d. Another point made was that the purpose of what we want to know is about every municipality and what they are doing to enhance the tourism experience.
5. Regional Marketing Partnership Program – discussion of putting together a subcommittee for the regional marketing partnership program in the next round of the grant cycle from start to finish. One application submitted from Willimantic Downtown as of 1/6/2022.
 - a. March 9, 2022, Full Board of Directors meeting to present a new committee for a Standing Grant Committee. A motion was made to present this to the Board. Motion is to create a grants committee to create a structure for all grant programs as they come in the district and to present to the full board at the march meeting: Bruce MacDonald made the first motion, Tracey Hanson second, no oppositions, no abstentions – all were in favor.
 - b. Administrative partner presented for a vote the approval of the RMPP Eligibility Requirement Contract and the RMPP Grant Contract. There was pushback

regarding which email should be congruent throughout the documents. It was decided that the administrative partner email would not be included, but that the administrative partner phone number could be included as a ‘help’ contact. The email to be used: visiteasternct@gmail.com. Also discussed: the end date for the financial expenditures – June 30, 2022, and the final reports due July 30, 2022. A motion was presented to accept the two documents with amendments as proposed by the committee. Bruce MacDonald made the first motion, Todd Babbitt made the second motion, no opposition, no abstention, all in favor.

6. Committee Reports
 - a. Finance – discussed collateral and brochure distribution. Coffee Bean trail was discussed.
 - b. Marketing – RMPP applications to move forward to the next steps with an update from Quinn & Hary.
 - i. Quinn & Hary presented a series of questions about the direction the District would like to go toward in 2022 and what committee that starts with. There was an emphasis on kiosk collateral.
 - ii. Bruce MacDonald had a brochure idea and questioned the right channels to get that approved. Chris suggested bringing it to the Marketing Committee which will then be brought to the Executive Committee.
 - c. Bylaws – no recent updates but meeting will be scheduled to update bylaws for a Standing Grants Committee.
 - d. Nominating – Franklin has some interest. Todd Babbitt working on administrative changes since elections.
 - e. Legislative Advocacy – no update.
7. Administrator Report: Noelle Stevenson shared her cell phone number with the Executive Committee. Tony shared updates on the Connecticut Airport Authority. Tony Sheridan and Dave Quinn to go to Groton New London Airport to look at the space and get a game plan for creative, etc.
8. Rose Bove gave update from the Connecticut Office of Tourism. Discussed stages of annual conference, all districts are up-and-running with funding, Sue Henrique is going to the American Bus Association on behalf of the state. COT is rolling out the winter campaign. Rose shared where Noelle is at on her first months as COT Director.
9. Adjournment: Bruce MacDonald first motion, Tracey Hanson second motion. All in favor.