

ERTD Executive Committee
Meeting Minutes
February 3, 2022

Attendees: Jim Bellano, Tracey Hanson, Jill St. Claire, Bruce MacDonald, Bruce Flax, Chris Regan, , Rosemary Bove, Dave Quinn, Tony Sheridan, Rachel Lenda, Sinead Roche

Absent: Todd Babbitt, Cathy Barnard

1. Meeting Started at 9:03am
2. Meeting minutes from January 2022 – motion to approve – Bruce MacDonald first, then Jill St. Clair second. All in favor –no oppositions, no abstentions.
3. Financial reports motion to approve: Bruce Flax first motion, Chris Regan second, all in favor, no opposition no abstention.
4. Discussed the requirement to remove the term “brand names” in both parts and replace with “destination” on the Ad Hoc Committees memo for the Adams & Knight facilitation retreat to explore the destination regions.
5. Memo approval: The current brand is Mystic Country. Jill requested to remove brand names in both parts and change to destination names. Jill St. Clair motion first, Bruce MacDonald second the motion. Tracey abstained. Motion included the acceptance of \$750 to approve the facilitation meeting to be held on February 16, 2022, for the Ad Hoc Subcommittee destination discussion.
6. Regional Marketing Partnership Program discussion: grant awardee list in review and on the floor for motion of approval. Tracey Hanson made the first motion, Jim Bellano second motion, all in favor, no oppositions – two abstentions: Chris Regan and Bruce MacDonald.
7. Collateral brochure distribution and collateral material creation discussed along with budgeted allocations for each line item. Creation of new material in FY2022 was also discussed.
8. Quinn and Hary discussed the 2022 marketing deck.
9. Bylaw’s update: a bylaws meeting will be scheduled to discuss adding in a grant standing committee.
10. Adjournment: Bruce MacDonald first motion, Tracey Hanson second motion, meeting adjourned.