



**Eastern Regional Tourism District (ERTD)
Board of Directors - Meeting
MEETING MINUTES**

Thursday, September 8, 2022 - 9:00AM

<https://us02web.zoom.us/j/86831152412?pwd=RWowMG5LYTUrRVdYWZ6a3doV016dz09>

Dial in: +1 929 205 6099 OR +1 312 626 6799

Meeting ID: 868 3115 2412

Password: 498804

MINUTES

Attendees: Charlie Tracy, Chris Regan, Jim Bellano, Tom Borner, Ann Lojzim, Barry Kaplan, Bruce Flax, Cathy Barnard, Fran Kefalas, Gary McKeon, Gina Kunst, Jill St. Clair, Jordan Lumpkins, Katherine Brody, Mike Urgo, Paige Bronk, Patti George-Larrow, Steve Gencarella, Todd Babbitt, Tracey Hanson, Tyra Penn–Gesek

Guests: Rachel Lenda, Mayor Michael Passero, David Quinn, David Jensen, Heather Somers, Tony Sheridan, John Guszowski

1. Call to Order
2. Approval of Meeting Minutes 06/09/2022
 - a. A motion was made to accept the minutes as presented by Charlie Tracy and Tom Borner made the second motion. No oppositions; Barry Kaplan and Fran Kefalas abstained.
3. Board Chair Report- Jim recapped that there are municipal vacancies that need to be filled, to send Rachel content for the newsletter with happenings from your town, and committees that need more members.
4. Treasurer Report- funding application is in place and we are in the process of being audited.
5. Bylaws - Grant Standing Committee:
 - a. A motion was presented to add a Grant standing committee to the bylaws under section 6.9 Grants Committee as presented to the Board. Tom Borner made the first motion followed by Tyra Penn-Gesek for the second motion. No oppositions and one abstention: Tracey Hanson. Motion passed.
6. CTVisit URL - Discussion and Possible Action



- a. The discussion included feedback from various board members and their thoughts on how the District should be branded as either Mystic Country or Eastern Connecticut. Some Board members believe that Eastern Connecticut would be a fair choice because it aligns with the state marketing campaign and also refers to the 41 town district. Other Board members think that Mystic Country's brand name is far too invested to opt with any other name due to its name recognition, years of funding of the brand name, and consumer recognition.
- b. A motion was made to move forward with Mystic Country as the overarching brand for the District. Bruce Flax made the first motion followed by Jill St. Clair for the second motion. After further discussion, the motion was taken back because the board did not believe there was adequate information to make the decision.
- c. Todd Babbitt made a motion to take a roll call to either table the topic of the overarching brand name at this point and revisit in a special or regular meeting or not to table it and finalize a vote. Tyra Penn-Gesek made the second motion. All were in favor - roll call voting as follows:
 - i. Key is "T" for table the decision and "NT" is for not tabling the decision:
 1. Jill St. Clair - T
 2. Charlie Tracy - T
 3. Katharine Brody - T
 4. Jordan Lumpkins- T
 5. Ann Lojzim- T
 6. Fran Kefalas - T
 7. Barry Kaplan - T
 8. Gary McKeon - T
 9. Tom Borner- NT
 10. Jim Bellano - NT
 11. Tracey Hanson - T
 12. Paige Bronk - T
 13. Cathy Barnard - T
 14. Patti George-Larrow - T
 15. Bruce Flax - T
 16. Tyra Penn-Gesek - NT
 17. Chris Regan - T
 18. Steve Gencarella - NT
 19. Gina Kunst - T
 - ii. The majority vote was to table the decision and revisit the overarching brand discussion at a later date through a special board meeting or at the next Board of Directors meeting. The Board requested the document that Quinn & Hary put together regarding the pros and cons of the overarching branding of the District be recirculated.



7. Committee Chair Reports
 - a. Finance - funding application is in place and we are in the process of being audited.
 - b. Marketing - no additional updates
 - c. Bylaws - no additional updates
 - d. Nominating - working on getting a committee meeting set up.
 - e. Legislative Advocacy - no updates
8. Media Agency Report - Quinn & Hary
 - a. Quinn & Hary presented a deck of the latest marketing efforts including analytics, content that was posted and its feedback results, #BestDayEver campaign examples, events being covered, and social media planning.
9. Connecticut Office of Tourism Update - there were no representatives from the Connecticut Office of Tourism at the time.
10. Administrator Report
 - a. The administrator discussed the newsletter, the audit process, and the District is waiting on the income and expense report draft from the auditors in order to submit the final application for FY23 funding.
11. Other Business
 - a. Steve Gencarella made a motion to clarify that the third destination in the District should be referred to as Greater New London/Norwich. Tyra Penn-Gesek made the second motion; no abstentions or oppositions. Motion passed.
12. Adjournment
 - a. Motion to adjourn made by Steven Gencarella, Tracey Hanson made the second motion. All in favor; no abstentions or oppositions. Meeting adjourned at 10:57am.