



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

December 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: Gary Baker, Christine Strick, Jill St. Clair, Bruce Flax, Barry Kaplan, Charlie Tracy, Tom Borner, Alexandra Formica, Cathy Barnard, Chris Regan, Francesca Kefalas, Gina Kunst, Jordan Lumpkins, Mark Walter, Mike Urgo, Patti George, Stephen Gencarella, Tracey Hanson, Tyra Penn-Gesek.

Guests: Rachel Lenda, Dave Quinn, Felicia Lindeau, Alfred Strong, Tony Sheridan, David Jensen

1. Call to Order - 9:02am
2. Approval of Meeting Minutes 09/08/2022
 - a. A motion was made to accept the minutes as presented. Charlie Tracy made the first motion followed by Tom Borner for the second motion. No discussion. Abstentions were Gary Baker, Ali Formica, and Christine Stick. No opposition; motion passed.
3. Board Chair Report
 - a. Jim Bellano could not be present for today's meeting. Tracey Hanson is leading the meeting in Jim's absence.
4. Treasurer Report
 - a. Jill St. Clair gave an update on the audit and its success. The financials will reflect a new line item for the Administrative Partnership fee in line 8000, Professional Fee due to feedback from the auditors. Financial reports will reflect the month end for appropriate financial accounting. ERTD is investing in the airline trail maps in partnership with the eight towns that are on the maps with seven of them in the District.
5. Board of Directors Ethics/Conflict-of-Interest Policy
 - a. Tracey presented the Ethics and Conflict-of-Interest Policy to the Board of Directors. A motion was made by Tom Borner to accept the policy as



presented. Charlie Tracy made the second motion. A discussion took place and it was asked what would happen if a Board Member did not sign the document. At this time, the Board agreed there would be no punitive action, only a record that it was not signed by the Board member. No further discussion, all in favor with no abstentions or opposition. Motion passed.

6. CTVisit URL - Discussion and Action

- a. A discussion took place regarding the overarching name for the Eastern Regional Tourism District's landing URL. Felicia Lindeau of Adams & Knight discussed what the state needs exactly in order to move forward. As it stands, the District will have one landing page that can have any vanity URL the Board deems. On the landing page, the consumer can click on Mystic Country, Scenic Northeast, and Greater New London/Norwich. A motion was made by Charlie Tracy to change the URL name from Mystic Country to Eastern Connecticut. Tyra Penn-Gesek made the second motion.
- b. There was a lengthy discussion from many Board members expressing their concern from changing the District URL to Eastern Connecticut, and believing that Mystic Country poses great value to the Region. A roll call vote was requested. Two members could not stay for the meeting and recorded their vote electronically through the Zoom chat feature as well as email. Both have been included in these minutes as well as the official record of voting.
- c. The question asked for Board members to vote on was "do we change the landing page to Eastern Connecticut or keep it as is, Mystic Country."
- d. In an 11-9 vote, the URL for the Eastern Regional Tourism District has been changed from Mystic Country to Eastern Connecticut.

7. Committee Chair Reports

- a. Finance - There will be a P&L balance sheet at next quarter's meeting.
- b. Marketing - No additional updates
- c. Bylaws - No additional updates
- d. Nominating - the Nominating Committee met on November 16, 2022 to create an action plan to fill the vacancies and inactive board members. Letters were sent out to all inactive and vacant municipal town CEO's.
- e. Legislative Advocacy - the next session begins in January. It was recommended that any tourism initiatives for each town should be presented to their Town CEO because it is budget season right now.

8. Media Agency Report - Quinn & Hary

- a. Quinn & Hary presented the facts and figures of the recent marketing campaign. They also shared the creative for the upcoming winter tourism digital advertising efforts. Examples of the most recent social media posts



were shared as well as the outlook on upcoming events that Quinn & Hary is covering for the District. Lastly, Quinn & Hary shared the latest edits of the “Sip Like a Local” brochure with the committee.

9. Connecticut Office of Tourism Update

- a. Alfred Strong gave an update from the Office of Tourism about the preparation of Trade Shows in the upcoming year.

10. Administrator Report

- a. Rachel Lenda reported that the fiscal audit of 2022 received a positive report, showing no financial errors or inadequate reporting. Rachel and the Chamber team are working diligently on the upcoming trade show preparations, assisting with the Grants Committee set up, vacancy and inactive directors, newsletter, and the management of District funds.

11. Other Business

- a. Charlie Tracy inquired about the Administrative Partnership contract that is up for the next fiscal year, July 1, 2023 - June 30, 2024. He inquired how the process works and when it begins. Rachel answered that the Chamber works on the RFP under the supervision of the Executive Committee and coordinates the RFP process and interviews under the Executive Committee’s direction with the process starting in March 2023.

12. Adjournment

- a. A motion was made by Charlie Tracy to adjourn the meeting. Tyra Penn-Gesek made the second motion. Meeting adjourned at 10:46am.