



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

Thursday, March 9, 2023 - 9:00AM

<https://us02web.zoom.us/j/86831152412?pwd=RWowMG5LYTUrRVdYWZHZ6a3doV016dz09>

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

Meeting ID: 868 3115 2412

Password: 498804

**MINUTES**

Attendees: Fran Kefalas, Jim Bellano, Tyra Penn-Gesek, Cathy Mitchell, Christine Strick, Bruce Flax, Wendy Russell, Ali Formica, Angela Adams, Carly DeLuca, Catherine Foley, Cathy Barnard, Charlie Tracy, Gary Baker, Jill ST. Clair, Jordan Lumpkins, Kathleen Paterson, Lori Corriveau, Mike Urgo, Paige Bronk, Patti George-Larrow, Stuart Peaslee, Stephen Gencarella, Steven Shelly, Tracey Hanson, Todd Babbitt

Guests: Rachel Lenda, Tony Sheridan, David Jensen, David Quinn

1. Call to Order
  - a. Jim Bellano called the meeting to order at 9:01am.
2. Approval of Meeting Minutes 12/08/2022
  - a. A motion was made to accept the minutes as presented. Charlie Tracy made the first motion and Fran made the second motion. No opposition. Abstentions Catherine Foley, Cathy Mitchell, Chrstine Strick, Steve Shelly, Stuard Peaslee, Kathleen Paterson, Carly DeLuca, Angela Adams, and Paige Bronk. Motion passed.
3. Board Chair Report
  - a. Jim Bellano welcomed the new Board Members to the meeting. He thanked the Nominating Committee as well as Rachel for the effort in recruiting Board members.
4. Treasurer Report
  - a. P&L Budget v. Loss and Balance Sheet





Senator Somers introduced to all the Districts to receive their funding no later than August 1.

- b. Marketing
    - i. Quinn & Hary will update the Board on their agenda line item.
  - c. Bylaws
    - i. Tracey Hanson did not have any new updates other than two new committee members. They will be reviewing any changes that might come up. A meeting will be scheduled in the near future.
  - d. Nominating
    - i. Rachel discussed and shared the current roster of Board Members and present vacancies. She also discussed the option for one board member to represent two towns, per Legislation.
  - e. Legislative Advocacy
    - i. Rachel went through Cathy Barnard's legislative summary and also discussed intricacies of certain bills and where they are in legislation. Rachel also shared her oral testimony with the Commerce Committee on 2/23/23 regarding RB 6692.
9. Media Agency Report - Quinn & Hary
- a. Dave Quinn and Dave Jensen of Quinn & Hary shared their marketing presentation that discussed the marketing strategy of 2023 including the social platforms like TikTok and Instagram. The presentation will be shared around the Committee.
    - i. Some Board members raised concern with TikTok and the security issues behind it as well as what the current political climate is around TikTok.
    - ii. Film sights and the process for getting film locations in Eastern Connecticut was discussed. Jim suggested that the Film Commission be contacted.
10. Connecticut Office of Tourism Update
- a. No members present from the Office of Tourism.



#### 11. Administrator Report

- a. Rachel reported on the Travel & Leisure Trade Show, American Bus Association Trade Show, and the upcoming Discover New England trade show. She also identified the list of tasks that the Chamber is working on including processing RMPP FY23 grant applications, the RFP for brochure printing, acquiring a brochure distribution contract, and assisting the District with upcoming end-of-fiscal-year support.

#### 12. Other Business

- a. No other business to report

#### 13. Adjournment

- a. A motion was made to adjourn the meeting. Charlie made the first motion and Tyra made the second motion. Meeting adjourned at 10:30am.