

**Eastern Regional Tourism District (ERTD)
Executive Committee**

Meeting Minutes

Regular Meeting

Thursday, June 2, 2022 - 9:00AM

Attendees: Jim Bellano, Tracey Hanson, Chris Regan, Bruce Flax, Jill St. Clair, Steve Gencarella

Guests: Rachel Lenda, Tony Sheridan, Sinead Roche, David Quinn

1. Call to Order 9:01am
2. Approval of Minutes - June 2, 2022; modification on committee chair updates: finance committee not brooklyn fair, woodstock fair. Marketing, cultural heritage trail. Chair report, acknowledge Bruce MacDonald passing. Jill St. Clair 1st motion with changes made, Tracey 2nd motion. All in favor, no opposition, Steve Gencarella abstained.
3. Board Chair Report
 - a. Jim reported on the vacancies and committees; reported that a grants standing committee needs to be worked on.
4. Treasurer Report
 - a. Checks were signed
 - b. P&L and Balance Sheet
 - c. Motion to accept the P&L and Balance Sheet: Tracey Hason 1st motion, Steve Gencarella 2nd motion; all in favor, no opposition, no abstention.
5. Quinn & Hary Update
 - a. Unanimous #BestDayEver, Spring is "Take the Scenic Route".
 - b. Steve Gencarella needs the brochure emails from the visiteasternct@gmail.com account for his compilation of cultural heritage sites to help create the cultural heritage brochure.
 - c. Jill asked if ERTD could see a calendar of social media posts so the District can get in line with Q&H for happenings, events, and tourism related posts.
6. Marketing Agency Selection Update
 - a. Quinn & Hary were asked to recuse themselves from the meeting before the discussion.
 - b. Jim Bellano requested the memo sent from the Marketing Committee recommending Quinn & Hary as the selected marketing agency be attached to these minutes. A motion was asked to accept Quinn & Hary as the marketing

agency for fiscal years '23 & '24. 1st motion made by Tracey Hanson, 2nd motion made by Jim Bellano, all in favor. Abstentions: Chris Regan, Jill St. Clair, and Steve Gencarella.

7. Committee Chair Updates

- a. Finance - Cancel July/August meeting.
- b. Marketing -
- c. Bylaws -
- d. Nominating -
- e. Legislative Advocacy - Jim discussed the shortcomings we experience in this committee. Tony recommends a meeting in September/October.

8. Administrator Report: updated on status of the FY22 audit and FY23 funding process.

The final report for COT is due 7/30/2022. Final reports from the recipients of the RMPP are due 7/30/2022.

9. Connecticut Office of Tourism Update - no representatives from

10. Other Business

- a. Jim will sign off on letters to Miranda Creative and Creative Digital Agency informing them they were not selected as the Media Agency partner of ERTD. Rachel will assist with this process.

11. Adjournment

- a. Jill St. Clair 1st motion, Tracey Hanson 2nd motion. All in favor; adjourned at 9:37am.



Mystic Country

Eastern Regional Tourism District

July 6, 2022

To: Eastern Regional Tourism District (ERTD) Executive Committee
From: Eastern Regional Tourism District (ERTD) Marketing Committee
RE: FY23-24 Media Agency Selection Recommendation

ERTD Executive Committee:

This letter serves as the ERTD Marketing Committee's official media agency selection recommendation for 2023-2024 fiscal years. The committee held interviews with Quinn & Hary on June 28, 2022, Miranda Creative on June 29, 2022, and Creative Digital Agency on June 30, 2022.

All interviews were recorded and shared with the ERTD Marketing Committee to allow participation in scoring each agency interview. Scorecards were collected from Gina Kunst, Jill St. Clair, Stephen Gencarella, Chris Regan, Fran Kefalas, and Tyra Penn. Wendy Russell voted by proxy. The highest scored agency was Quinn & Hary.

It is the decision of the ERTD Marketing Committee to recommend **Quinn & Hary** as the media agency for the Eastern Regional Tourism District. A vote was taken to accept Quinn & Hary as the media agency recommendation; Tyra Penn made the first motion; Gina Kunst seconded it. All were in favor, no abstentions. 7-0-0 motion moved (Wendy Russell proxy vote for Quinn & Hary).

Thank you,

Eastern Regional Tourism District Marketing Committee