



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

Regular Meeting

Thursday, December 1, 2022 - 9:00AM

Zoom:

<https://us02web.zoom.us/j/89348754065?pwd=cDV1M2J5S2ZNZ2hkNWJKa3RSbXpTZz09>

Dial in: +1 312 626 6799

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Meeting ID: 893 4875 4065

Passcode: 836268

Minutes

Attendees: Jim Bellano, Todd Babbitt, Tracey Hanson, Jill St. Clair, Stephen Gencarella,

Guests: Rachel Lenda, Sue Henrique, Tony Sheridan, Dave Quinn

1. Call to Order at 9:01am
2. Approval of Minutes - 11/03/2022
 - a. A motion was made to approve the 11/03/2022 minutes as presented. Steve Gencarella made the first motion and Todd Babbitt made the second motion. All in favor, no opposition, no abstention - the motion passed.
3. Board Chair Report
 - a. Jim inquired with the group to see if the March meeting could be in person.
4. Treasurer Report
 - a. P&L Budget Review
 - i. A motion was made to accept the P&L as presented. Tracy Hanson made the first motion and Steve Gencarella made the second motion. No opposition, no abstention - all in favor, motion passed.
 - ii. Jill expressed the need to bring the funding schedule to our legislatures and COT due to lag in funding. Jill would like to attend the quarterly COT meeting on December 8. Rachel will send the meeting link out to the Executive Committee.

- b. Airline Trail Z-Maps
 - i. Discussed the opportunity to partner with the eight towns within the airline trail z-map region. Seven of the eight towns are in the District. The goal is to get the District to pay for \$9,151 of the total bill which is \$17,151. The other eight towns would contribute \$8,000 toward the total cost of the bill.
 - ii. A motion was made to approve the collaboration with the airline trail map printing project for a cost of \$9,151.00 as a one time expense with the towns that are involved. Funding would be used from prior FY budgets for \$6,000 and \$3,151 from '5200 collateral material'. Tracey Hanson made the first motion and Steve Gencarella made the second motion. Jim Bellano abstained and no opposition; motion passed.
 - iii. Jim Bellano did not participate in the conversation because he is a beneficiary of the airline trail map in Windham.
- 5. Committee Update: Charlie Tracy to Nominating Committee
 - a. There was a discussion to add Charlie Tracy, Pomfret Director, to the Nominating Committee
 - b. Jim nominated Charlie Tracey to the Nominating Committee. A motion to add Charlie Tracy to the Nominating Committee was made. Tracey Hanson made the first motion and Todd Babbitt made the second motion. No opposition or abstention - motion passed.
- 6. Standing Grants Committee: Chair and Co-Chair
 - i. The Executive Committee would like to open up to the Board of Directors to gain interest in who would like to Chair the standing grants committee. Jill stressed that time is of the essence due to the short window we have to expend the funds and get the grantees selected.
 - ii. At the next full board meeting on 12/8/22, Tracey will ask the group who is interested to garner interest. Rachel will also send an email to the Board of Directors for committee members, too.
- 7. Tradeshow: Travel & Leisure Show - Washington D.C. - Representative to Attend
 - i. The Committee discussed who should be the representative going to Washington D.C. Fran Kefalas of the Last Green Valley and Industry Rep for the Heritage Corridor was unanimously agreed upon to go.
- 8. Committee Chair Updates
 - a. Finance - audit feedback was positive with no corrections; for FY23, the administrative partnership will be re-categorized into its own line item as to not impede on the contractual 20% administrative cost structure.

- b. Marketing - No updates
 - c. Bylaws - No updates
 - d. Nominating - The Nominating Committee recently held a meeting on November 16, 2022 and invited Charlie Tracy. The meeting discussed the vacant towns and Bylaws need to be clarified on industry reps and their attendance. The Town of Eastford appointed two people, and that will not work with our bylaws. Would alternates help our attendance?
 - e. Legislative Advocacy - No updates
9. Quinn & Hary Update
- a. Quinn & Hary offered an update on the marketing agency's efforts that include google analytic updates, social media performance, organic reach, posts, upcoming events, and social media posting schedule.
10. Connecticut Office of Tourism Update
- a. Sue Henrique gave an update on the current status of trade shows and the work that the COT is doing to put them together. She also discussed the Air Lingus flights into Bradley starting in March.
11. Administrator Report
- a. Rachel discussed the positive results from the audit, the funds from Q1 and Q2 coming in, vendor payments made, and tradeshow preparations that are underway.
12. Other Business
- a. Jill requested that on the Conflict-of-Interest policy, we made an edit to change 'staff' to vendors.
 - b. Quinn + Hary asked for more face to face interaction with Noelle Stevenson, Director of Tourism for Connecticut. Sue offered to assist with a FAM tour for Noelle of the District.
 - c. Quinn + Hary asked about the decision on the website URL. Jim stated it was an agenda item for the next board meeting on December 8, 2022.
13. Adjournment
- a. A motion was made to adjourn the meeting. Steve Gencarella made the first motion and Jill St. Clair made the second motion. Meeting adjourned at 10:20am.