



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

Regular Meeting

Thursday, January 5, 2023 - 9:00AM

Zoom:

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

Dial in: +1 312 626 6799

+1 929 205 6099

+1 301 715 8592

Meeting ID: 893 4875 4065

Passcode: 836268

**Minutes**

**Attendees:** Jim Bellano, Tracey Hanson, Jill St. Clair, Stephen Gencarella, Chris Regan, Todd Babbitt, Cathy Barnard, Bruce Flax

**Guests:** Rachel Lenda, Tony Sheridan, Dave Quinn,

1. Call to Order 9:00am
2. Approval of Minutes - 12/01/2022
  - a. A motion was made to accept the minutes as presented by Jill St. Clair. Cathy Barnard made the second motion. No further discussion, all in favor with no opposition. Abstentions: Chris Regan
3. Board Chair Report
  - a. A discussion took place regarding the purchases ERTD needed to make ahead of the January trade show in Chicago. A motion was made to approve the \$8,598.81 expenditure for the tradeshow promotional items and brochures by Cathy Barnard. Todd Babbitt made the second motion. No further discussion, all in favor, no opposition.
4. Treasurer Report
  - a. A motion was made to accept the P&L Budget v Actual and the Balance sheet as presented. Tracey Hanson made the first motion and Chris Regan made the second motion. All in favor with no abstention and no opposition.
5. Standing Grants Committee: Chair and Co-Chair

- a. A discussion took place regarding the newly established standing Grants Committee. The District received interest from Fran Kefalas, Charlie Tracy, Stephen Gencarella, Tyra Penn-Gesek, and Jordan Lumpkins. Fran Kefalas and Charlie Tracy both expressed interest in chairing the committee.
  - b. A motion was made to appoint Fran Kefalas as chair of the Grants Committee by Jill St. Clair. Todd Babbitt made the second motion; no opposition; Stephen Gencarella abstained - motion passed.
6. Committee Chair Updates
  - a. Finance - no new updates
  - b. Marketing - no new updates
  - c. Bylaws - Bylaws committee would like to meet to go over a procedure for emergency meetings when critical decisions need to be made ahead of deadlines. Jill St. Clair stated we could add the state statute as a backup.
  - d. Nominating - Discussed Carly DeLuca coming on to replace Delpha Very. Discussed Eastford and their new appointment. Tracey will forward the information to Rachel regarding Eastford appointment.
  - e. Legislative Advocacy - No updates.
7. Quinn & Hary Update
  - a. Dave Quinn shared the deck for the latest on the stats from social media marketing and analytics. The social media calendar and example posts were also shared. Dave shared on the upcoming blogs that the agency is writing for ERTD. The presentation finished with the fact sheet that was put together. The committee asked that a QR code be added to the fact sheet. They also shared the brochures and the committee asked to update the brochure with the new destination break outs.
8. Connecticut Office of Tourism Update - no one present from COT.
9. Administrator Report
  - a. Tony expressed the great work Rachel Lenda has been doing ahead of the trade shows and overall for the account. He spoke about the funding coming in at the end of January for Q3 of the contract in the amount of \$100,000. Tony also shared about the tourism caucus with two new chairs happening Friday 1/6/23.
10. Other Business
  - a. No other business.
11. Adjournment
  - a. A motion was made by Stephen Gencarella to adjourn. Tracey Hanson made the second motion. All in favor - meeting adjourned at 9:54am.