



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

Regular Meeting

Thursday, February 2, 2023 - 9:00AM

Zoom:

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

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Meeting ID: 893 4875 4065

Passcode: 836268

## **Minutes**

Attendees: Jim Bellano, Tracey Hanson, Jill St. Clair, Stephen Gencarella, Bruce Flax, Fran Kefalas,

Guests: Rachel Lenda, Dave Quinn

1. Call to Order
  - a. Jim Bellano called the meeting to order at 9:03am.
2. Approval of Minutes - 01/05/2023
  - a. A motion was made to accept the minutes as presented. Stephen Gencarella made the first motion and Tracey Hanson made the second motion. All in favor; Fran Kefalas abstained. Motion passed.
3. Board Chair Report - Jim Bellano.
  - a. Welcome Fran Kefalas - new member of the Executive Committee as the Chair of the Grants Committee.
  - b. Jim presented a revised meeting schedule for the full Board of Directors and Executive Committee. A motion was made to accept the changes as presented. Jill St. Clair made the first motion and Stephen Gencarella made the second motion. All in favor with no opposition or abstentions. Motion passed.
  - c. The topic of meeting in person was discussed and the importance of getting together in person at least once a year. The annual meeting was suggested and Jim offered to host in Windham. It was also suggested to invite legislators and

people from the state. More to be determined after the March Board of Directors meeting.

#### 4. Treasurer Report

##### a. P&L Budget v Actual and Balance Sheet

- i. 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 Stephen Gencarella made the second motion. All in favor. Bruce Flax and Jill St. Clair abstained. Motion passed.

#### 5. Committee Chair Updates

##### a. Finance

##### i. Transportation Maps

1. Jill gave an overview of the trade show map that was edited and revised to include transportation. She also shared that the Finance Committee approved a \$400 budget for reprinting the maps under GL code for miscellaneous marketing.
2. Some discussion took place about future edits of the map for the next round of printing.

##### ii. Brochure Distribution.

1. A discussion took place regarding our contract with CTM Media for brochure distribution for FY22. The question is, do we have to go out to RFP for brochure distribution with the last RFP being within a year and the contract with CTM Media is still within the year? Rachel will reach out to the State to get a final answer on the proper steps for contracting brochure distribution for FY23.

##### b. Marketing

- i. Jill provided a brief update on marketing including the budgeting process which will take place in April. The FY24 budget will be presented at the Annual Meeting in June for final approval.

##### c. Bylaws

- i. No Updates

##### d. Nominating

- i. There is a New Board Member Orientation - February 21, 2023 at 9am. Rachel put together an onboarding presentation to use as a guide for new members on the Board. Rachel went through the document and asked for feedback. The committee agreed that the presentation was thorough and good to use.

- ii. Expired Appointments Update
      - 1. Rachel went through the current Board of Directors list with new appointments, expired appointments, and inactive directors. She will be mailing notices to the town CEO's to try and gain representatives from the inactive and vacant towns.
  - e. Legislative Advocacy
    - i. Rachel Lenda provided updates on legislation and bill tracking on tourism related bills. Bills discussed were HB06321, SB00660, HB064802, and HB06505.
  - f. Grants
    - i. Fran Kefalas gave an update on the Grants Committee. The next meeting is taking place on 2/15/2023. Deadline for the applications is February 10, 2023. Fran stated that the committee discussed reserving the right to interview grant candidates, but it would not be a required step in the selection process. More to come as grant applications come in. The Grants Committee will have their recommendations of grant recipients for FY23 at the March Executive Committee meeting.
6. Quinn & Hary Update
- a. Quinn & Hary gave an update on the marketing agency's report including facebook and instagram impressions/reach. Examples of top performing posts were shared along with the agency's social media calendar and past/future blog posts.
  - b. Media outreach was inquired about the grants program (using radio interviews and other mediums) to get the word out.
  - c. The Sip Like a Local Brochure was discussed.
7. Connecticut Office of Tourism Update
- a. No one was present.
8. Administrator Report
- a. Rachel reported on trade shows including ABA and what that entails along with the other details she has discussed during the meeting.
9. Other Business
- a. The status of the Connecticut Office of Tourism was discussed.
10. Adjournment
- a. A motion was made to adjourn the meeting. Stephen made the first motion and Tracey made the second motion. Meeting adjourned at 10:25am.