

Eastern Regional Tourism District (ERTD) Executive Committee

MEETING Minutes

Regular Meeting

Thursday, March 2, 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: Tracey Hanson, Jim Bellano, Fran Kefalas, Cathay Barnard, Jill St. Clair, Bruce Flax, Steve Gencarella, Chris Regan

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

- 1. Call to Order
- 2. Approval of Minutes 02/02/2023
 - a. A motion was made to accept the minutes as presented. Jill St. Clair made the first motion and Stephen Gencarella made the second motion. No opposition.
 Abstention: Cathy Barnard. Motion passed.
- 3. Board Chair Report
 - a. Jim Bellano presented four additions to committees: Catherine Foley from New London and Patti Larrow-George from Killingly to the Marketing Committee and Charlie Tracy and Catherine Foley to the Bylaws Committee. A motion was made to accept the four individuals to the respective committees as presented. Jill St. Clair made the first motion and Cathy Barnard made the second motion. No abstentions or oppositions - motion passed.
- 4. Regional Marketing Partnership Program FY23 Grant Selection Recommendations
 - a. Fran Kefalas, Grants Committee Chair, reviewed the recommendations made by the Grants Committee to award monies to respective applicants. A motion was made to accept the recommendations, as presented. Tracey Hanson made the

first motion and Cathy Barnard made the second motion. Fran Kefalas and Stephen Gencarella abstained. No opposition. Motion passed.

5. ERTD Branding and Social Media Handles

- a. There was a discussion, presented by Quinn & Hary, about the current social media handles and the suggested change to @VisitEasternCT as the new handle. Quinn & Hary would try to capture @MysticCountryCT handle as a defense strategy.
- b. A motion to accept the use of the newly proposed social media handle. Cathy made the first motion, Tracey Hanson second with the attempt to obtain the MysticCountryCT. No further discussion. Abstention Fran Kefalas, Jill St. Clair, and Stephen Gencarella. It should be noted, for the record, that Jill St. Clair opposes the social media handle switch.

6. Treasurer Report

- a. P&L Budget v Actual and Balance Sheet
 - A motion was made to accept the financials as presented. Cathy Barnard made the first motion and Stephen Gencarella made the second motion.
 No opposition. Jill St. Clair, Bruce Flax, and Fran Kefalas abstained.
 Motion passed.

7. Committee Chair Updates

a. Finance

- i. RFP for Brochure Printing
 - The RFP for FY23 Brochure Printing was presented and discussed. A motion was made to accept the RFP for Brochure Printing as presented. Bruce Flax made the first motion and Cathy Barnard made the second motion. No opposition. Fran Kefalas abstained.

ii. \$4,500 Quinn & Hary - Photography and Video Assets

 Discussion regarding a proposal submitted by Quinn & Hary for supplemental funding to produce photography and video assets for the District. A motion was made to allocate \$4,500 to Quinn & Hary for photography and visual assets. Cathy Barnard made the first motion and Tracey Hanson made the second motion. Fran Kefalas abstained. Motion passed.

b. Marketing

- i. No new updates
- c. Bylaws

i. The Bylaws Committee has two new members. A meeting will be scheduled soon to discuss any bylaw changes or updates.

d. Nominating

 Rachel provided an overview on the current make-up of the Board of Directors, vacancies, and new members.

e. Legislative Advocacy

- Cathy stated she would be providing an overview of bills for the Board of Directors meeting next week.
- ii. Jim and Rachel SB660 An act establishing a task force to study the feasibility of developing an intermodal transportation center in the town of Mystic, HB6692 An act authorizing certain arts, culture, and tourism grants (Jim Bellano provided a written testimony and Rachel Lenda provided an oral testimony on 2/23/2023), and HB 6321 An act concerning increased investment in arts, culture, and tourism

f. Grants

i. The Committee will be meeting soon to go over the rubric and create a plan of action for the next cycle of grants.

8. Quinn & Hary Update

a. Quinn & Hary's update included the social media calendar schedule, top performing posts, upcoming blogs and events that the Agency is covering.

9. Connecticut Office of Tourism Update

a. No update - no one present from the Connecticut Office of Tourism

10. Administrator Report

a. Rachel Lenda reported on the American Bus Association trade show in Detroit, the onboarding meeting that took place on 2/21 for new Board of Directors, the current work plan which includes finalizing the grant awards, posting the RFP and soliciting printing bids, the March newsletter, and preparing for Discover New England at the end of March.

11. Other Business

No other business.

12. Adjournment

a. Meeting adjourned at 10:20am