



**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
 - i. 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
 1. 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
 1. 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

