



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

Regular Meeting

Thursday, June 1, 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: Jill St. Clair, Jim Bellano, Bruce Flax, Chris Regan, Todd Babbitt, Stephen Gencarella, Fran Kefalas, Cathy Barnard

Guests: Rachel Lenda, Julia Florence, Sue Henrique, Dave Jensen, Dave Quinn, Tony Sheridan

1. Call to Order
 - a. Jim Bellano called the meeting to order at 9:00am
2. Approval of Minutes - 05/04/2023
 - a. A motion was made to accept the minutes as presented. Cathy Barnard made the first motion and Jill St. Clair made the second motion. No discussion or corrections. Chris Regan abstained. Motion passed.
3. Board Chair Report
 - a. Jim discussed the Annual meeting taking place next Thursday morning at the Windham Town Hall.
 - b. A motion was made to move items eight and nine next on the agenda before item five. Cathy Barnard made the first motion and Stephen Gencarella made the second motion; no discussion or opposition. Motion passed.
4. Treasurer Report
 - a. P&L Budget v Actual and Balance Sheet
 - i. A motion was made to accept the P&L Budget vs. Actual and Balance Sheet as presented. Stephen Gencarella made the first motion and Todd Babbitt made the second motion. No opposition or abstentions; motion

passed.

b. Executive Session

i. A motion to go into executive session to discuss the contract between the Chamber of Commerce of Eastern CT and ERTD was made; Fran Kefalas made the first motion and Stephen Gencarella made the second motion; no abstention or opposition - motion passed.

ii. A motion was made to leave executive session by Cathy Barnard and Stephen Gencarella made the second motion. No opposition or abstention; motion passed.

1. RFP - Administrative Partner

a. A motion was made to accept the proposal of the Chamber of Commerce of Eastern Connecticut as the Administrative Partner for FY24/25 pending contractual oversight. Jill St. Clair made the first motion and Stephen Gecarella made the second motion. No opposition and no abstentions; motion passed.

2. RFP - Audit Company

a. A motion was made to accept the proposal of Hoyt, Filippetti, and Malaghan, LLC as the Auditor for FY23/24/25 pending contractual oversight. Cathy Barnard made the first motion and Stephen Gencarella made the second motion. No opposition or abstention; motion passed.

5. Industry Appointment Renewals - Recommendation to the Board of Directors

a. The Committee discussed the roster of Industry Members who will need to be reappointed at the Annual Meeting.

6. Committee Chair Updates

a. Finance

i. The Finance Committee asked for the Executive Committee's approval to award \$5,500 to Quinn & Hary for May and June photography and video assets.

1. Cathy Barnard made a motion to accept and pay \$2,750 in May and \$2,750 in June for creative assets to Quinn & Hary. Todd Babbitt made the second motion; no abstention or opposition - motion passed.

b. Marketing

- i. Update provided by Quinn & Hary under their update.
 - c. Bylaws
 - i. No Update
 - d. Nominating
 - i. Slate of Officers prepared - Treasurer still needs a recommendation.
 - e. Legislative Advocacy
 - i. Session closing June 7, 2023. Cathy provided an update on the current tracked bills. Rachel shared the testimony that the Chamber drafted for the Metro Chambers of Commerce in support of SB981.
 - f. Grants
 - i. Schedule a committee meeting to review the final reports when they come in after July 30, 2023.
- 7. Quinn & Hary Update
 - a. #BestDayEver campaign updates statistics with impressions, clicks, click-through-rate, and reach. Organic social media performance was also discussed. Still waiting to capture the Facebook handle for @MysticCountryCt. They also shared top performing posts and upcoming blog posts.
- 8. Connecticut Office of Tourism Update
 - a. CT attended IPW in San Jose - part of the Discover New England booth, but a lot of partners are having trouble with hotel partners in Connecticut. June 9 FAM tour for the day that includes 10 travel agents and 2 Brand USA agents. The following week, Irish Tour Operators and Aer Lingus will be coming in for a FAM tour. The problem with the hotels is that they do not want to discount their rack rate. Training in July and August with hotels. 18-30% discount - throughout the year.
 - b. A request for Rachel to bring brochures for each board member for the annual meeting.
- 9. Administrator Report
 - a. Anthony Anthony Tourism Listening Tour - looking at Tuesday, June 13, 2023 at 10am at Windham Town Hall and 1pm at Groton Town Hall Annex. Trade show packages are going out this month, Aer Lingus flights to Dublin are a focus to promote the International market. Rachel is also keeping up with financials, closing out the end of the fiscal year, and reporting.
- 10. Other Business
 - a. No other business.
- 11. Adjournment

- a. 10:18am motion to adjourn by Cathy Barnard and second by Fran Kefalas. All in favor - motion passed and meeting adjourned.