



**Eastern Regional Tourism District (ERTD)  
Board of Directors - Meeting  
MEETING AGENDA**

Thursday, March 14, 2024  
9:00am

**Location**

<https://us02web.zoom.us/j/86831152412?pwd=RWowMG5LYTUrRVdYWZHZ6a3doV016dz09>

Dial in: +1 929 205 6099 OR +1 312 626 6799

Meeting ID: 868 3115 2412

Password: 498804

**Meeting Minutes**

**BOD Attendees:** Christopher Regan (Chair), Jill St.Clair, Bruce Flax, Stephen Gencarella, Lori Corriveau, Fran Kefalas, Patti George, Barry Kaplan, Cathy Mitchell, Christine Strick, Jill S. Keith, Robert, Wendy Russell, Catherine Foley, Gary McKeon, Gina Kunst, Jim Bellano, Kathleen Paterson, Mike Urgo, Tyra Penn-Gesek

**Guests:** Andrea Manning, Tony Sheridan, Rachel Lenda, David Quinn, David Jensen

1. Call to Order. Christopher Regan called the meeting to order at 9:03am.
2. Approval of Meeting Minutes 12/14/2023 - J. St.Clair motions. Stephen Gencarella seconds. The motion is passed.
3. Board Chair Report - Chris Regan welcomes the ERTD Board of Directors, informing them of the work that has been done since the last meeting, and of specific items of concern in the legislature.
4. Treasurer Report
  - a. FY23 Budget v. Actual - Bruce Flax Presents the P&L through February 2024. No major notes.
5. Regional Marketing Partnership Grant Program - Fran Kefalas presents. The committee awarded partial grants to 17 organizations, totalling \$70,000. A press release, and a memo listing grant recipients and their project descriptions is presented.
6. Connecticut Office of Tourism Update - Rachel Lenda starts off with State of the State, reporting on Connecticut's status as the number one state for Gen Z migration, job



growth at a 16-year high, a return to pre-pandemic levels of labor force participation, and legislative items of focus.

Moving on to updates from the COT, Rachel presents the upward trend of visitation, lodging revenues, ctvisit.com traffic, and pr impressions. She describes the campaigns currently in the market, and their success. She expands on summer tactics, and how to engage with COT through ctvisit.com, and on social media. COT is highlighting the Experiential this year, enhancing presence of welcome centers, the Big E building, listening tours, and edutainment. Brand updates include new logos and colors. She emphasizes the need for all the districts to be in-line with the state branding campaign, and the critical importance of working in concert with the state.

#### 7. Committee Chair Reports

- a. Finance - No further report.
- b. Marketing - Lori Corriveau will save deeper discussion for the Quinn & Hary update, but informs the Board of their efforts working on the CT map, evaluating a proposal for more photo and video assets, working hand in hand with Quinn & Hary.
- c. Bylaws - No report
- d. Nominating - No report
- e. Legislative Advocacy -
- f. Grants - No further report.

8. Marketing Agency Report - David Quinn presents. Guidelines indicate both brand alignment and messaging alignment with the state. Digital campaign will be presented to the marketing committee tomorrow for approval, however in 45 days they will change the creative to match the states campaign. David Jensen presents creative options for the “No Filter Needed” campaign, which has been adapted to the new brand guidelines. Feedback from the board reflects a preference for the second option presented, as it is the most positive and action-based, incorporates a more spontaneous feel and an authentic handwritten font. Kathleen Paterson raises concerns about the prominence of the word “no”, and overall prominence of text over images. Fran Kefalas notes that these ads are not Eastern CT specific. The marketing committee will have a more robust and comprehensive discussion regarding the creative options on 3/15.
- David Jensen presents the Q3 and Q4 paid digital advertising budget overview, which will support the creation of more itinerary style content on the website and an allocation of funds toward developing more diversity in photo and video assets.



9. Administrator Report - Tony Sheridan thanks the committee for their generosity in getting Andrea off to a good start. Andrea Manning invites board members to reach out, reminds the board of the log of past meeting minutes for all committees, getting on a set schedule for distributing legislative reports, updates on the RFP for brochure and printing and distribution, and reminds the board of the upcoming RFP for Marketing Agency.
10. Other Business
11. Adjournment. Jill St.Clair motions to adjourn. Seconded by Tyra Penn gesek. The meeting adjourns at 10:20am.