



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

Thursday, June 13, 2024
9:00am

Location

Trattoria Amalfi
27 Coogan Blvd #22A, Mystic, CT 06355, USA

Meeting Minutes

Attendees: Chris Regan, Jill St. Clair, Stephen Gencarella, Bruce Flax, Angela Adams, Mary Arcuri, Todd Babbitt, Cathy Barnard, Jim Bellano, Paige R. Bronk, Lori Corriveau, Shannon Fagan, Ellie Greenberg, Robert Ignatowicz, Fran Kefalas, Gary McKeon, Kathleen Peterson, Stuart D. Peaslee, Tyra Penn-Gesek, Wendy Russell, Charlie Tracy, Mike Urgo

Guests: Tony Sheridan, Andrea Manning, David Quinn, Jillian Lozier

1. Call to Order – The meeting came to order at 9:07am
2. Approval of Meeting Minutes 03/14/2024 – Charlie Tracy made a motion to approve with noted edits. Jim Bellano seconded. All in favor, the motion passed.
3. Board Chair Report
 - a. Chris Regan welcomed the group and expressed appreciation for the Board's efforts this year. His report focused on the need for legislative advocacy for tourism businesses, and how best to reach legislators in advocacy for the financial needs of the tourism industry in Eastern Connecticut.
 - b. Discussion is held about the best way to get the tourism needs in front of legislators, and how to create a united fr.
4. Treasurer Report
 - a. P&L Budget v. Loss and Balance Sheet –
 - i. Bruce Flax presented the P&L and Balance Sheet.
 - ii. A motion is made to accept the P&L Budget vs. Actual and Balance Sheet as presented. Charlie Tracy made the first motion, and Gary McKeon seconded. All in favor, no opposition or abstentions, the motion passed.
 - b. FY2025 Budget Approval –



- i. Bruce Flax presents the proposed budget for FY2025, as approved in the Finance Committee, and Executive Committee, noting changes.
- ii. A motion is made to accept the FY2025 Budget as presented. Jim Bellano made the first motion, and Paige Bronk made the second motion. No abstention or opposition; all in favor - motion passed.

5. Officer Elections

Todd Babbit, Chair of the Nominating Committee conducted the process of Officer Elections. The Nominating Committee put forth a slate of Officers for recommendation: Chris Regan- Chair, Jill St. Clair - Vice-Chair, Stephen Gencarella - Secretary, and Bruce Flax – Treasurer. Voting will be conducted by a show of hands.

- a. Chairman - the election began by the Nominating Committee's recommendation for Chris Regan as Chair. Todd called for nominations from the floor for Chair three times with no other nominations. Chris Regan was elected as the fiscal year 2025 Chairman.
 - i. 1 ballot will be written for the uncontested Chairman.
- b. Vice-Chairman - the election began by the Nominating Committee's recommendation for Jill St. Clair as Vice-Chair. Todd called for nominations from the floor for Chair three times with no other nominations. Jill St. Clair was elected as the fiscal year 2025 Vice-Chairman.
 - i. 1 ballot will be written for the uncontested Vice-Chairman.
- c. Secretary
 - i. Stephen Gencarella was the selected nominee for the Secretary position. Todd called for nominations from the floor for Secretary three times with no other nominations. Stephen Gencarella was elected as the fiscal year 2024 Vice-Chair.
 1. 1 ballot will be written for the uncontested Secretary.
- d. Treasurer
 - i. Bruce Flax was the selected nominee for the Treasurer position. Todd called for nominations from the floor for Treasurer three times with no other nominations. Bruce Flax was elected as the fiscal year 2024 Treasurer.
 1. 1 ballot will be written for the uncontested Treasurer.

6. Committee Chair Reports

- a. Finance
 - i. Approval of Airline Trail Map expenditure



1. Bruce flax presents the proposed allocation of \$12,000 remaining funds approved through the Executive Committee, to be put toward the production of Airline Trail Maps for 8 towns that fall within the District.
 2. Charlie Tracy made a motion to approve, seconded by Jill St. Clair. All in favor, the motion passed.
- b. Marketing
- i. Lori Corriveau reports on a strong year, with a lot of state materials edited and approved, including the CT tourism map. New collateral and media including the media library expansion. David Quinn adds that the Board has provided more collateral this year than in any year past and thanks them for their engagement.
- c. Bylaws
- i. No updates
- d. Nominating
- i. Todd Babbitt presents no major updates. The board is looking to fill the position of Assistant Treasurer.
- e. Legislative Advocacy
- i. Cathy Barnard presented. The Legislative Session ended on May 8, 2024, with not much passing. Plans for the next year include organizing the ERTD Board and First Selectmen to create a united front in advance of the next session, which begins in January 2025. Those wishing to get involved should reach out by email.
7. Approval of Contracts
- a. Marketing Agency Contract
- i. Jill St Clair presents the Executive Committee's proposal to renew the Media Agency contract for two years, with a review to take place prior to the March 2025 meeting of the Board of Directors.
 - ii. A motion is made to extend the Media Agency contract for two years, with a review prior to the March 2025 meeting of the ERTD Board. The first motion was made by Cathy Barnard; seconded by Charlie Tracy. All in favor, no abstentions or opposition. The Motion passed.
- b. Administrative Contract –
- i. Jill St Clair presents the Executive Committee's proposal to renew the Administrative Contract for one year, as originally presented.



1. A motion is made to renew the Administrative Contract for one year, as originally presented. First motion was made by Gary McKeon, seconded by Jim Bellano. All in favor, the motion passed.
8. Media Agency Report - Quinn & Hary – David Quinn introduced Jillian Lozier.
 - a. Jillian Lozier presents a review of the District’s impact on a small budget. Analytics, statistics, and spending with results on impressions and impact on social media, web traffic, and updated campaigns reflecting the new COT guidelines. Digital advertising, paid search, content marketing. Jillian notes the success of itinerary style content, and collaborations with content creators.
9. Connecticut Office of Tourism Update – Director of Tourism Rachel Lenda was not able to be in attendance. In lieu of her attendance, she shared a video update from the CT Office of Tourism which was presented at the event. This video will be distributed to the Board of Directors.
 - a. COT report notes the increased visitation, lodging revenues, traffic to CTvisit.com, an PR impression all exceed pre-pandemic levels. Reviewed the Tourism Economics report spanning May 2022-May 2023, which gives insight into the prowess of the tourism industry in Connecticut, noting the economic impact, job creation, and taxes generated from the industry. Outlines the use of funds and campaigns in market, including their spring/summer campaigns, the Irish travel market, supporting theater, and summer tourism campaign assets. She outlines the summer tactics for promotion, including allocation of funding.
10. Administrator Report – Tony Sheridan and Andrea Manning presented a review of administrator highlights from FY2023/2024, with the various projects and updates on the District’s year-long efforts in tourism marketing. All documents presented today will be shared with the Board of Directors.
11. Other Business –
 - a. Discussion of how best to interact with ERTD’s social media takes place.
 - b. Each member of the board promotes the tourism opportunities and events happening in their town, industry, or business.
12. Adjournment –
 - a. A motion was made to adjourn the meeting at 10:58am by Charlie Tracy. Todd Babbitt seconded. The meeting adjourned at 10:58am.