



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

Regular Meeting

Thursday, October 5, 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: Cathy Barnard, Todd Babbitt, Charlie Tracy, Jill St. Clair, Stephen Gencarella, Bruce Flax, Chris Regan

Guests: Rachel Lenda, Tony Sheridan, Dave Jensen, David Quinn, Anthony Anthony, Sue Henrique

1. Call to Order
  - a. Jill St. Clair called the meeting to order at 9:04am.
2. Approval of Minutes - 9/7/2023
  - a. A motion was made to approve the meeting minutes as presented. Stephen Gencarella made the first motion and Bruce Flax made the second motion. Charlie Tracy abstained. Motion passed.
3. Board Chair Report
  - a. No report.
4. Treasurer Report
  - a. No new report - Rachel gave an update on the status of the funding.
5. Administrative Partner Contract
  - a. Tony shared the Chamber's wish to have both attorneys work together and bring a draft to the table. There was language that the Chamber would like revised in the draft provided by the District. Jill St. Clair made a motion for Halloran & Sage and Brown Jacobson to review the administrative partner contract. The attorneys will present a version to the Executive Committee for final approval. Stephen

made the second motion; no opposition or abstention - motion passed.

6. Committee Chair Updates

a. Finance

i. No report

b. Marketing

i. No report

c. Bylaws

i. No report

d. Nominating

i. Rachel provided an update on vacancies and a plan of action to get letters out to the First Selectman and Mayors to appoint someone from their town. Expired appointments were also sent letters to get their appointment renewed. Chris, Todd, and Rachel will follow up with the municipalities.

e. Legislative Advocacy

i. No report.

f. Grants

i. Rachel gave an update on the infrastructure and suite of documents being worked on. The Committee met on October 4 and will meet again on October 11 to finish up the document review. The suite of documents will then be sent to the Executive Committee for final approval. Once this has been done, the Committee will begin advertisement for the grant program.

7. Quinn & Hary Update

a. Quinn & Hary provided an update on social media: organic impressions, OTT/CTV impressions, organic social media performance, and included visits and reach. They also touched on the influencer video partnerships including upcoming videos and types of influencers. Blog content on spooky season and where to set up camp this fall were discussed under stories. They asked for constituents to contribute photos or videos as a fast follow up after the event. They also shared the events calendar for October and November. Question: can the antique and pet friendly trail be added to ctvisit.com? AA suggested we reach out to Rob Damroth. Question: can the District capture analytics from the website performance and SEO data. AA suggested Rob Damroth who is tasked with web analytics.

8. Connecticut Office of Tourism Update

- a. Report update - COT is in the throes of the fall campaign, DEEP said longer than normal leaf season, Big E - record numbers with 1.4 million visitors to the building and the new state branding, new commercial, new logos and branding, new campaign, is launching October 17. It will aesthetically look like a sister brand to CT Visit. The Find Your Vibe campaign will stay and in the spring, there will be a refresh with different creative.

9. Administrator Report

- a. Rachel reported on the various projects she has been working on including follow-up requests from the Board of Directors meeting with tourism categories, grants committee infrastructure work, Board of Directors meeting date locations, and financials. Tony discussed the Innovation Center and invited the Board of Directors to the Grand Opening on October 26, 2023. Rachel will send out a calendar invite.

10. Other Business

- a. No other business.

11. Adjournment

- a. A motion was made to adjourn the meeting by Charlie Tracy with a second motion by Stephen Gencarella. Motion passed; meeting adjourned at 9:39am.