



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

Regular Meeting

Thursday, November 2, 2023 - 9:00AM

Zoom:

<https://us02web.zoom.us/j/89348754065?pwd=cDV1M2J5S2ZNZ2hkNWJKa3RSbXpTZz09>

Dial in: +1 312 626 6799

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Meeting ID: 893 4875 4065

Passcode: 836268

MINUTES

Attendees: Charlie Tracy, Todd Babbitt, Bruce Flax, Cathy Barnard, Fran Kefalas, Lori Corriveau, Chris Regan, Jill St. Clair, Stephen Gencarella,

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

1. Call to Order
 - a. Chris Regan called the meeting to order at 9:01am.
2. Approval of Minutes - 10/05/2023
 - a. A motion was made to approve the meeting minutes, as presented, by Charlie Tracy. Bruce Flax made the second motion; no abstentions or opposition; motion passed.
3. Board Chair Report
 - a. Chris Regan reported on the Hallmark movies that were filmed in Mystic and to buy local.
4. Treasurer Report
 - a. P&L Budget v. Actual
 - i. Waiting for the end of month reporting to come from Dime Bank to reconcile the CD account.
 - b. Balance Sheet
 - i. A motion was made to approve the financial documents as presented. Jill St. Clair made the first motion and Charlie Tracy made the second motion. No abstentions or oppositions. Motion passed.

5. Grant Documents - Discussion and Approval

a. [Documents Link](#)

- i. The Committee held a thorough discussion on the Regional Marketing Partnership Program grant documents. This included the eligibility requirements, contract, submission requirements, and scorecard/rubric.
- ii. Edits:
 1. Submission Requirements - Appendix A
 - a. Add a line item: "Please disclose any other state funding you have received - or will receive - for this project."
 - b. Line "L" - remove "such as LGBTQIA...communities". and replace with "traditionally underrepresented communities".
 2. Eligibility Requirements
 - a. Remove the extra comma next to e.g. in the first paragraph
 3. Grant Contract
 - a. Replace number 8 (Felicia Lindau) with Rob Damroth
- iii. Jill St. Clair made a motion to accept the grant documents inclusive of the edits. Charlie Tracy made the second motion; Fran Kefalas and Stephen Gencarella abstained; no oppositions. Motion passed.

6. Committee Chair Updates

a. Finance

- i. No further update.

b. Marketing

- i. Lori Corriveau updated the Committee on the outcome of the special marketing meetings held in October to finalize the 5% co-op line item with the Office of Tourism. The decision was to film at Wicked Tulips and Harkness Memorial Park.
- ii. Lori also discussed the successes with the influencer videos that Quinn & Hary put together with the assistance of Jill St. Clair.

c. Bylaws

- i. No update.

d. Nominating

- i. Preston called to notify they had received the letter for a representative, Robert Ignatowicz is new with Ashford, and Ellie Greenberg is the new East Lyme representative. Franklin could appoint Angela Adams as their representative and Lebanon could appoint Gina Kunst as their representative.

- e. Legislative Advocacy
 - i. No update
- f. Grants
 - i. Roll out plan:
 1. Quinn & Hary is working on a press release and will have that by November 6, 2023. The Chambers will send out the press release to their media lists on behalf of the District.
 2. On December 6, 2023, the Grants Committee will host a Zoom Q&A for potential grant applicants.
 3. There is a need to clean up and expand the ERTD email distribution list to include municipal leaders, chambers and legislators,
 4. Another grants member is needed on the Grants Committee - the shoreline is not represented on the Committee.
- 7. Quinn & Hary Update
 - a. Updated the Committee on social media and digital advertising performance, influencer reels, social media calendar, and upcoming blog content. The deck will be shared with the Board following the meeting.
- 8. Connecticut Office of Tourism Update
 - a. No update.
- 9. Administrator Report
 - a. Rachel updated the Committee on the work with the Grants Committee, fiscal updates, the administrative partnership contract which is waiting on Brown Jacobson to finalize a draft with Halloran and Sage. Tony reported the success of the Aer Lingus flight from Hartford to Dublin has shown continued success and will keep flights going through the off-season.
- 10. Other Business
 - a. No other business to report.
- 11. Adjournment
 - a. Charlie Tracy made a motion to adjourn the meeting and Cathy Barnard made the second motion; all in favor; meeting adjourned.