



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

Regular Meeting

Thursday, December 7, 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: Charlie Tracy, Fran Keflas, Jill St. Clair, Stephen Gencarella, Bruce Flax, Todd Babbitt, Lori Corriveau,

Guests: Dave Jensen, Anthony Anthony, Rachel Lenda.

1. Call to Order

a. The meeting was called to order at 9:03 am by Jill St. Clair.

- i. A motion was made by Charlie Tracy to move item 6, Connecticut Office of Tourism, to number 2. Stephen Gencarella made the second motion. No opposition. Motion passed.

2. Connecticut Office of Tourism Update

a. Anthony Anthony highlighted the holiday season, Hallmark movies filmed in CT, and the light festival in Olde Mistick Village. He highlighted CTVisit and the restaurants nominated for awards at the CRAzies. The next focus is on performing arts theaters around the state.

3. Approval of Minutes - 11/2/2023

a. A motion was made to accept the meeting minutes from November 2, 2023 as presented by Charlie Tracy. A second motion was made by Stephen Gencarella. All in favor, no abstentions or oppositions.

4. Board Chair Report

a. Chris could not be at the meeting due to another engagement. Jill St. Clair chaired the meeting. Jill discussed the Administrative Partnership Agreement that

it is on the attorney's desks.

5. Treasurer Report

- a. P&L Budget v. Actual
- b. Balance Sheet - Charlie and Stephen
 - i. A motion was made to accept the financial reports as presented. Charlie Tracy made the first motion and Stephen Gencarella made the second motion. No abstentions or oppositions. Motion passed.

6. Committee Chair Updates

- a. Finance
 - i. No further report.
- b. Marketing
 - i. Lori gave a recap on the last marketing meeting which included the State Tourism Map. The movie brochure development with Pete Hary is still underway.
- c. Bylaws
 - i. Nothing to report
- d. Nominating
 - i. Todd reported that he is meeting with Lebanon's First Selectman and Franklin's First Selectman to discuss their potential appointees. Rachel shared East Lyme and Ashford's new appointees as well as the potential for a new Preston appointee.
- e. Legislative Advocacy
 - i. No further report.
- f. Grants
 - i. Fran discussed the grant program's progress and talked about yesterday's FAQ session. The committee is now in a "wait and see mode". Fran also expressed the need for more representation on the Grants Committee - specifically from the Mystic Country sub-destination.

7. Quinn & Hary Update

- a. A marketing deck was presented to the Committee that discussed social media performance compared year-over-year, OTT and streaming services, as well as a yearly recap on influencer partnerships. A content creator, Jessica Litras, is currently in Mystic creating content. Blog content and upcoming creative ideas as well as reminder of COT's newest brand, Make It Here, and lastly, Q1 content suggestions.

- i. Questions: Rachel asked about who responds to interaction on the social media accounts and it was answered that Quinn & Hary is responsible. Rachel also asked about the frequency of posts.
- ii. Best spots for hot chocolate was suggested as a topic.
- iii. Bald eagles - January is a big month for them. This was suggested as a topic. It was also referenced that CT is the #1 hiking destination in the US. Rachel is getting the source of the accolade and sending it to Dave Jensen and the Committee.
- iv. November and December are big months for couples getting engaged - wedding venues in eastern Connecticut were suggested as a topic to blog or post about.

8. Administrator Report

- a. Rachel discussed the involvement with the grants program, requesting reporting from CTM media to provide an end of contract overview on the brochure distribution, upcoming large invoices from Adams & Knight and Quinn & Hary, and that the Chamber received a revised copy of the partnership contract yesterday.

9. Other Business

- a. No other business to report.

10. Adjournment

- a. A motion was made to adjourn the meeting by Charlie Tracy and Stephen Gencarella made a second motion. Meeting adjourned at 9:40am.