



## Eastern Regional Tourism District (ERTD) Executive Committee

Special Meeting

February 8, 2024 - 9:00AM

Zoom:

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

Dial in: +1 312 626 6799

+1 929 205 6099

+1 301 715 8592

Meeting ID: 893 4875 4065

Passcode: 836268

### MINUTES

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

Guests: Megan Gilbert, Tony Sheridan, Rachel Lenda, David Quinn, Julia Florence

1. Call to Order

Meeting called to order at 9:02am by Chris Regan.

2. Approval of Meeting Minutes - 12/7/2023

A motion was made to approve the 12/7/2023 minutes by Charlie Tracy, second by Stephen, all in favor, motion carried.

3. Board Chair Report

Chris Regan led discussion of the importance of recruiting and retaining a regional workforce for the benefit of the tourism industry and the value of effective “live, work, and play” campaigns. Jill St. Clair discussed the shortage of housing for employees. Charlie Tracy discussed that the more recent influx reports of residents moving to CT is net positive, and working with EDCs can promote local assets to encourage extended visitor stays.

4. Treasurer’s Report

a. P&L Budget v. Actual

Jill St. Clair motioned to approve the P&L as presented, Charlie Tracy second, all in favor, motion carried.

b. Balance Sheet

Charlie Tracy motioned to approve the balance sheet, Stephen Gencarella second, all in favor, motion carried.

5. Review Proposal: CTM Brochure Print & Distribution

Jill St. Clair motioned to approve the distribution contract with CTM pending permission from the State of Connecticut to proceed as proposed, second by Bruce Flax, all in favor, motion carried.

6. Committee Chair Updates

a. Finance

Bruce Flax led discussion about an ERTD Debit Card. The Finance Committee will convene to discuss policies and procedures.

b. Marketing

Lori Corriveau reported that the Marketing Committee recently met and had a presentation from Quinn + Hary. Quinn + Hary will propose at the next marketing meeting regarding an allocation for new video content. Discussion of outdoor recreation opportunities and DEEP's efforts to enhance these venues.

c. Bylaws

No report given.

d. Nominating

No report given.

e. Legislative Advocacy

No report given.

f. Grants - Motion for Grant Recommendations

Fran Kefalas summarized the grant review process and presented the Grants Committee memo for approval by the Executive Committee. Discussion ensued regarding funding of festivals and collaborations which included private entities.

Charlie Tracy motioned to approve the grants list, second by Lori Corriveau, Fran Kefalas and Stephen Gencarella abstaining, motion carried.

7. Connecticut Office of Tourism Update

Rachel Lenda, Director of Tourism, provided an update on the state's new branding guidelines and assets as well as the upcoming ConnCon tourism conference in March.

8. Quinn & Hary Update

David Quinn, Quinn + Hary shared metrics of the most recent marketing campaigns including new collaborations with local influencers. Future ideas include seasonal and unique experiential opportunities within the district.

9. Administrator Report

Tony Sheridan reported that the Chamber of Commerce of Eastern Connecticut has been engaged in interviews and on February 7 extended an offer to a candidate to replace Rachel Lenda. Megan Gilbert, Vice President, is currently stepping in for the administrative duties.

10. Other Business

Rachel Lenda shared that she is working with Anthony Anthony regarding the 5% co-op paid by ERTD and wanted to have an update within another month.

Dave Quinn asked if Quinn + Hary would be responsible for producing a press release for the grant announcement this year. Fran Kefalas said the first step is grantee notification followed by PR opportunities.

Charlie Tracy raised a question of the status of the Administrative Partner Vendor Contract. Chris Regan will contact the ERTD attorney to confirm further information.

11. Adjournment

Charlie Tracy motioned to adjourn, Stephen Gencarella second, meeting adjourned at 10:33am.