



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

Regular Meeting

April 4, 2024 - 9:00AM

Zoom:

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

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Meeting ID: 893 4875 4065

Passcode: 836268

Meeting Minutes

Attendees: Chris Regan, Jill St Clair, Stephen Gencarella, Bruce Flax, Fran Kefalas,
Charlie Tracey

Guests: Andrea Manning, Tony Sheridan, David Quinn, David Jensen

1. Call to Order. The meeting came to order at 9:01am.
2. Approval of Meeting Minutes - 3/7/2024. Jill St. Clair made a motion to approve the meeting minutes from 3/7/24. Chris Regan seconded. All in favor, no abstentions.
3. Board Chair Report - Chris Regan opens with a discussion about the term "The Quiet Corner", with a suggestion of sending out a press release to news outlets alerting them to the correct terminology for the Scenic Northeast. He also begins a discussion regarding the Media Agency contract, seeking re and if we need to go out to RFP. Rachel Lenda reminds the committee about the requirements of using state funding, and the RFP process. She will check with Legal and get back to the committee on whether an RFP is necessary for this contract.
Chris Regan closes with a request that folks in the district send him events and other items worthy of news coverage, and he will work to get television coverage.
4. Treasurer's Report
 - a. P&L Budget v. Actual

b. Balance Sheet

Bruce Flax presents these documents. Jill St. Clair voices a clarifying question regarding a potential error. Charlie Tracey makes a motion to approve with changes as noted. Seconded by Stephen Gencarella. The motion passes with no opposition or abstentions.

5. Committee Chair Updates

a. Finance

i. RFP Recommendation - Brochure Printer - Phoenix Press Inc

ii. RFP Recommendation - Brochure Distribution - CTM Media Group

Bruce Flax presents the Finance Committee's unanimous decision regarding the selection of bids for Printing (Phoenix Press Inc., \$7,300), and Distribution (CTM Media Group, \$23,625). Charlie Tracey makes a motion to approve, and Stephen Gencarella seconds. The motion passes, with no abstentions or opposition.

iii. FY2025 Proposed Budget -

Charlie Tracey makes a motion to approve the FY2025 Proposed Budget. Stephen Gencarella seconds. The motion passes with no abstentions or opposition.

b. Marketing - David Quinn presents from Quinn & Hary in lieu of a Marketing Committee update. The No Filter Needed campaign is up and running. David Jensen presents a live dashboard feed from the channels, and takes the committee through the success of the campaign so far. In the coming weeks they will present their work on updating creative and designing a plan that is in line with the state campaign.

c. Bylaws - no report

d. Nominating - Jill St. Clair reports that Plainfield has a new Economic Development Director who will be filling that seat.

e. Legislative Advocacy - Cathy Barnard sent a document. The Chamber is also tracking legislation on behalf of ERTD.

Chris Regan begins a discussion about the importance of working as a unified force to advocate for our region. T Sheridan agrees, and adds that due to the 2-year budget there will be very few new programs funded this year. David Quinn adds that CT tourism marketing funding is far below that of neighboring states. Fran Kefalas hopes to further understand the proposed HB-5432, and voices PR concerns. C Regan who testified for this issue, reports that its purpose is to analyze the infrastructure of the area to allow them to get federal grant money to

fund infrastructure improvements. Rachel Lenda adds that she supported the bill with changes, to include a representative from the CT Office of Tourism and ERTD in an effort to not splinter districts even more. She supports infrastructure updates as the issues that Mystic is having will put Mystic at a ceiling. Stephen Gencarella adds that if this bill is addressing infrastructure and the impact of climate change, this is an opportunity to articulate the district's solidarity in support of Mystic to get the resources it needs to accommodate tourism in the face of changes through the decades ahead..

- f. Grants - no report
6. Connecticut Office of Tourism Update - Rachel Lenda presents new resources from the COT, which are part of an overall realignment of state and the districts in order to generate the biggest possible return on investment.
 - a. Connecticut Collabs - how tourism entities can engage with statewide tourism.
 - b. CTvisit.com Content Management Guide - covers how to get started, partnership dashboard, how to list events on CTvisit.com
 - c. CT Make It Here guidelines - approved uses of the "Make It Here" language
 - d. A discussion on the true value of tourism in CT takes place, with discussion about the recently published Arts & Economic Prosperity 6 (AEP6), an economic and social impact study of the nation's nonprofit arts and culture industry.
 7. Quinn & Hary Update - Reported above, nothing further reported.
 8. Administrator Report - Tony Sheridan proposes an ERTD display at the Governor's Luncheon on . Andrea Manning updates the committee on in-progress projects.
 9. Other Business
 10. Adjournment - Stephen Gencarella made a motion to adjourn. Fran Kefalas seconded. With no opposition, the meeting adjourned at 10:06am.