



Eastern Regional Tourism District (ERTD) Executive Committee

Regular Meeting

June 6, 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, Bruce Flax, Stephen Gencarella, Charlie Tracy, Todd Babbitt, Cathy Barnard, Fran Kefalas, Lori Corriveau

Guests: Rachel Lenda, Tony Sheridan, Andrea Manning, David Quinn, Jillian Lozier

1. Call to Order - The meeting came to order at 9:00am
2. Approval of Minutes - 05/04/2023. Charlie Tracy makes a motion to approve the minutes. Bruce Flax seconds. All in favor, the motion passes.
3. Board Chair Report
4. Treasurer Report
 - a. P&L Budget v Actual and Balance Sheet - Stephen Gencarella makes a motion to approve the P&L and Balance Sheet. Charlie Tracy seconds. All in favor, the motion passes.
5. Committee Chair Updates
 - a. Finance - Bruce Flax presents the Finance Committee's recommendation for spending remaining funds. Discussion takes place about strategies for most effective application of these funds. David Quinn adds information about the cost of Airline Trail map production. Stephen Gencarella makes a motion to allocate \$12,000 of remaining ERTD funds towards printing additional Airline Trail maps. Lori Corriveau seconds. Nine in favor, one abstention. The motion passes.
 - b. Marketing - Did not meet in may - No report.

- c. Bylaws - No report. Tony Sheridan alerts the committee to a possible need to look at the voting policy that prevents Executive Committee members from voting on motions for which they have voted on in a separate committee.
 - d. Nominating
 - i. FY25 Officer Nominations
 - e. Legislative Advocacy - Cathy Barnard presents a legislative tracking report.
 - f. Grants - No Update.
- 6. Quinn & Hary Update - David Quinn introduces Jillian Lozier, who presents a slide deck on the current digital marketing campaign. Report includes Google and Facebook ad results so far, top performing organic posts, upcoming content creation and influencer collaborations, blogs, and the flyer created for the listening tour meetings.
- 7. Connecticut Office of Tourism Update - Rachel Lenda presents updates from the CT Office of Tourism. She shares highlights from the district's two listening tour meetings. COT's final report on all the listening tours will go out to the industry list. Rachel also presents three changes to the FY25 contract: elimination of 5% co-op from contract, the addition of a provision to release first installment of funding pending letter of engagement with auditor, and the addition of an updated conflict of interest policy that will go into effect for FY25.

Discussion about COT's budget takes place, including American 250, and strategies for appealing to legislators about the importance of tourism funding.

Rachel reminds the committee of Open House Day on June 8th.
- 8. Administrator Report - Andrea Manning and Tony Sheridan present on administrative support from the last month including the completion of brochure printing, and the launch of brochure distribution, anticipated updates to ERTD's brochure racks with updated signage compliant with the new branding, call for brochures from the district to stock these racks. Further updates include the ERTD newsletter, upcoming attendance at the Tourism Coalition meeting. Andrea Manning also reports that she has been in touch with the auditor Hoyt Filipetti & Malaghan, and confirmed the two-year letter of engagement as signed last June.
- 9. Executive Session - Contract discussions.

Tony Sheridan expressed concern that the executive session may not comply with FOIA and that he will explore details to make it clear what warrants executive session.

 - a. Cathy Barnard makes a motion to go into an executive session to discuss contracts. Fran Kefalas seconds the motion. All in favor - the executive session begins at 10:07am.
 - b. Fran Kefalas moved to exit the executive session, seconded by Charlie Tracy, and the vote was unanimous. The executive session ended at 10:51am

- c. Charlie Tracy makes a motion for the Marketing Contract with Quinn & Hary to be extended for two years, with a review prior to the March 2025 meeting of the Board of Directors. Jill St. Clair seconds. All in favor, the motion passes.
 - d. Charlie Tracy makes a motion to send the contract as originally presented to the Chamber of Commerce of Eastern Connecticut, as a one-year contract with review at the end of that year on June 30, 2025. Cathy Barnard seconds. All in favor, the motion passes.
10. Other Business - none
11. Adjournment - Jill St. Clair makes a motion to adjourn. Charlie Tracy seconds. With all in favor the meeting adjourns at 10:57am.