



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

Regular Meeting

Thursday, July 6, 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: Chris Regan, Cathy Barnard, Jill St. Clair, Bruce Flax, Fran Kefalas, Stephen Gencarella

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

1. Call to Order
 - a. The Executive Committee Meeting was called to order at 9:02am by Chris Regan.
2. Approval of Minutes - 06/01/2023
 - a. A motion was made by Cathy Barnard to accept the minutes as presented. Bruce Flax made a second motion. No discussion. No opposition or abstentions - motion passed.
3. Board Chair Report
 - a. No Report
4. Treasurer Report
 - a. Rachel and Bruce gave an update on the financials and the audit status for the end of FY23.
5. Committee Chair Appointees
 - i. Grants - Fran Kefalas
 - ii. Nominating - Todd Babbitt
 - iii. Bylaws - Charlie Tracey
 - iv. Finance - Bruce Flax

- v. Marketing - Lori Corriveau
 - vi. Legislative - Cathy Barnard
 - b. Jill St. Clair made a motion to appoint the roster of Committee Chairs and Bruce Flax made the second motion. All in favor. Motion passed.
- 6. Committee Chair Updates
 - a. Finance
 - i. Did not meet in June; no report
 - b. Marketing
 - i. Did not meet in June; no report
 - c. Bylaws
 - i. No report
 - d. Nominating
 - i. No report
 - e. Legislative Advocacy
 - i. No report
 - f. Grants
 - i. Fran will be working with Rachel to schedule a meeting to go over the final grant reports that are due 7/30/2023.
- 7. Quinn & Hary Update
 - a. Dave Quinn and Dave Jensen gave an update and a deeper dive into the analytics of paid digital, organic, and social advertising using their software for tracking data.
- 8. Connecticut Office of Tourism Update
 - a. Sue Henrique gave an update on the recent FAM Tour, her sales mission to Ireland and UK, and the upcoming trip to Ireland next week for Aer Lingus.
- 9. Administrator Report
 - a. Rachel gave an update on the packages going out to the companies she met with at American Bus Association and Discover New England. Rachel also shared her scope of work for June which was heavy in closing out the fiscal year, reporting, and preparation for the next round of funding. That includes the application for funding as well as providing the auditors with the supplies they need to complete the audit. Tony reported on the Innovation Center opening up and the Chamber's move on 7/23. The address for the District will change once we are at the new location.
- 10. Executive Session - Contract for Administrative Partner
 - a. Stephen Gencarella made a motion to go into Executive Session to discuss the contract of the Administrative Partner. Cathy Barnard made the second motion. No abstention or opposition; all in favor - executive session begins.

- b. Jill St. Clair made a motion to end Executive Session and Fran Keflas made the second motion. All in favor.
 - c. A Special Executive Meeting will take place on July 13, 2023 at 9:30am. The Word document on file must be sent to Stephen Gencarella and the Executive Committee.
11. Other Business
- a. No other business.
12. Adjournment
- a. Bruce Flax made a motion to adjourn followed by a second motion from Fran Kefalas. Meeting adjourned at 10:27am.