



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

Regular Meeting

Thursday, August 3, 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, Todd Babbitt, Cathy Barnard, Jill St. Clair, Bruce Flax, Stephen Gencarella, Fran Kefalas, Lori Corriveau,

Guests: Rachel Lenda, Tony Sheridan, Sue Henrique, Anthony Anthony, David Quinn

1. Call to Order
  - a. Jill St. Clair called the meeting to order at 9:02am.
2. Approval of Minutes - 07/06/2023
  - a. A motion was made to accept the minutes, as presented, by Stephen and Fran made the second motion. No further discussion took place and the vote was unanimous - motion passed. Charlie Tracy and Lori Corrieavu abstained.
3. Board Chair Report
  - a. Chris Regan was absent and Jill St. Clair conducted the meeting. No other board chair report.
4. Treasurer Report
  - a. Bruce reported that there wasn't a Finance Meeting in July and the Committee is waiting on the next Finance Committee meeting to discuss financials.
5. Marketing Plan FY24
  - a. The group discussed leveraging hashtags and social media. Anthony will be talking with Adams & Knight (A&K) on how to get ERTD content into Felicia's hands (A&K). Dave Quinn went through the marketing plan FY2024.
  - b. A motion was made to accept the FY24 Marketing Plan, as presented, and Charlie Tracy made the first motion followed by Lori Corriveau. All in favor with no abstentions or opposition - motion passed.
6. Administrative Partner Contract - Legal
  - a. The Committee discussed the need to review the Administrative Partner contract with an attorney using a recommended legal service provided by Halloran &

Sage. Charlie Tracy made the first motion and Stephen Gencarella made the second motion - all in favor with no abstention or opposition; motion passed.

7. Committee Chair Updates

a. Finance

- i. Rachel gave an update on the audit process and the FY24 application - both are underway and almost complete. The auditors need the final grant reports from the 15 grant recipients to close out the audit. Rachel reported that all but three reports have been turned in, but those who have not turned in have been in communications with her.

b. Marketing

- i. Lori reported on the Marketing Committee meeting that was held this month and their discussion on creating itineraries as well as the statistics on print versus digital material. Q&H is producing an analysis on research regarding print versus digital marketing material.

c. Bylaws

- i. No report.

d. Nominating

- i. Rachel gave a report on the vacancies, upcoming expirations, and current expired Directors. East Lyme and Preston were discussed - it was suggested to reach out to Preston Vineyards and Strawberry Park for Preston.

e. Legislative Advocacy

- i. No report

f. Grants

- i. Fran discussed the Grants Committee meeting to be held next Wednesday, August 9, 2023 to go over the final grant reports. Anthony Anthony expressed interest in reading the ERTD Grant Program - Rachel will send all grant program materials to Anthony Anthony.

8. Quinn & Hary Update

- a. Quinn & Hary gave a full report on the summer performance and their commitments for the next marketing meeting. Fall festivals and fairs were discussed.

9. Connecticut Office of Tourism Update

- a. Anthony Anthony provided an update on the \$4.5 million tourism budget plus federal funding of \$2+ million for ad buys. The State's focus is on arts, culture, and culinary. The State is also working on a 30% perception change to 70% drive-to state marketing strategy while tightening up the market reach in geographical areas 2.5 hours in every direction. The plan is to label what the traveler is looking at in collateral material. The State is working on a tear-away pad map. The Committee will meet later in the month. Rachel has the 33 points of interest shared by Adams & Knight based on statistical data from ctvisit.com and will share with the Executive Committee. Sue Henrique gave an update on the trade shows, etc.
- b. Q&A - Jill asked about continued and increased collaboration with COT on partnerships with tourism as well as struggles with traffic on I-95 from construction. Fran discussed the need to capitalize on Connecticut's only

National Heritage Corridor - The Last Green Valley - and discussed upcoming events such as Walktober. Tony discussed the legislation on shutting down construction by Friday afternoon in order to alleviate traffic by I-95 near East Lyme and asked about the 5% co-op partnership money in the ERTD budget. Charlie asked about trade shows and if the District will be attending this year. Anthony Anthony stated that the District's 5% co-op money will go toward region-specific video and photography assets and it will be administered by Adams & Knight. Should the District wish to attend any trade shows this year, they must do it out of their own budget.

10. Administrator Report

- a. Rachel updated the Committee on the upcoming Mystic Outdoor Art Festival, the request for a status update from CTM Media on the distribution of brochures as well as what is left in inventory, and also discussed the need for getting more brochures in print as soon as possible.

11. Other Business

- a. No other business to report.

12. Adjournment

- a. Charlie Tracy made the first motion to adjourn the meeting and Stephen Gencarella made the second motion. Meeting adjourned.