



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

Regular Meeting

Thursday, September 7, 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: Chris Regan, Jill St. Clair, Lori Corriveau, Stephen Gencarella, Fran Kefalas, Bruce Flax

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

1. Call to Order
 - a. Chris Regan called the meeting to order at 9:02am.
2. Approval of Minutes - 8/3/2023
 - a. A motion was made to accept the minutes as presented from August 3, 2023. Stephen Gencarella made the first motion and Bruce Flax made the second motion. All in favor with no abstention or opposition; motion passed.
3. Board Chair Report
 - a. Chris Regan spoke about the State of CT tourism map and finalizing the map with Anthony Anthony and state.
4. Treasurer Report
 - a. The P&L Budget v. Actual for FY23 and Balance Sheet were presented to the group. Bruce discussed the end of year financials. A motion was made to accept the financial statements as presented. Stephen Gencarella made the first motion and Lori Corriveau made the second motion; no abstentions or opposition. Motion passed.
 - b. The Finance Committee is requiring the Marketing Agency to provide back-ups of the money spent for the digital advertising spend. The Committee understands

that all digital advertising spending is done in advance. At the close of the fiscal year, the digital marketing buy should total the budgeted line item of \$110,000 (5115 | Social Media/Digital Placement).

5. Administrative Partner Contract

- a. The administrative partner contract was discussed. The Executive Committee would like the contract reviewed by an attorney before sending it to the current Administrative Partner, the Chamber of Commerce of Eastern Connecticut. The Committee is asking an attorney from Halloran & Sage to review the document. The Finance Committee must meet for a special meeting to approve up to \$700 in legal fees for this document before moving forward. That meeting will be set up by Rachel and the Finance Committee.

6. Meeting Dates for FY23

- a. Meeting dates for FY24 were discussed with part of FY25. The agenda item had a mistake, it was not to discuss meeting dates for FY23. A motion was made by Bruce Flax to accept the meeting dates, as presented. Fran Kefalas made the second motion. No abstention or opposition; motion passed.

7. Committee Chair Updates

- a. Finance
 - i. No new business or report.
- b. Marketing
 - i. Lori gave an update on the August Marketing committee meeting. The following topics were discussed for further exploration: Itineraries, pet-focused travel, top areas of interest; itinerary funding and a high end district brochure
- c. Bylaws
 - i. No new business or report.
- d. Nominating
 - i. There are several vacancies on the Board. Jordan Lumpkins of Plainfield has resigned due to his work shifting him to Windham. Chris would like the names of the first selectman of the towns with vacancies - Rachel will be sending that list over to Chris.
- e. Legislative Advocacy
 - i. No new business or report.
- f. Grants
 - i. Fran reported on the August Grants Committee meeting. The committee is working on getting the word out about the grant program much sooner

than the past, using Q3 money toward the grant program, and making the grant program announcement sooner than later; Quinn & Hary will support from a PR standpoint.

ii. FY23 Grant Cycle

1. A motion was made to approve the use of Q3 District funding to support the Regional Marketing Partnership Program. Bruce Flax made the first motion and Jill St. Clair made the second motion; all in favor with no abstention or opposition. Motion passed.

8. Quinn & Hary Update

- a. Quinn & Hary presented their deck with a snapshot of the last 30 days on Meta and Google with analytics provided. Social media performance was also discussed along with influencer video partnerships in a co-partnership. The Agency also shared with the Committee the bountiful stock of archived visual assets found when the Chamber moved from Waterford to New London. They are sifting through the media now and finding what can still be used.

9. Connecticut Office of Tourism Update

- a. Anthony Anthony was present and discussed the strategic thrusts of the COT's vision. His focuses include culinary and theaters. He also discussed the UCONN Husky basketball player on CT day at the Big E. Tourism map is moving and getting into production - although they aren't trying to rush the process to ensure it's done properly. Welcome Center upgrades are on the purview with DOT; Darien and Danbury have been updated. Up next is Westbrook and North Stonington. Anthony spoke about what the COT is hiring for including a Director of Tourism, Digital Coordinator and a Creative Director along with a hybrid role for a sales and events role. Anthony spoke about making Oysters the Connecticut food symbol.

10. Administrator Report

- a. Rachel discussed the funding for the District in getting the contract solidified two months earlier than last year. The signed contract means that the State has given the authorization to submit the first quarter of funding out. The remaining quarters of funding will be distributed when the audit is finalized. The work with the brochure company and coordinating with the Big E was discussed.

11. Other Business

- a. No other business.

12. Adjournment

- a. A motion was made by Jill St. Clair to adjourn the meeting followed by Stephen Gencarella with a second motion. Meeting adjourned.