



Eastern Regional Tourism District Grants Committee Agenda

Special Meeting

January 22, 2024 at 9:00am

Join Zoom Meeting

<https://us02web.zoom.us/j/85787230520?pwd=YmJudXo4QW5reU80SUNqcmY0dU&from=addon=1>
[Erdz09](#)

Meeting ID: 857 8723 0520

Passcode: 924144

Attendees: Tyra Penn-Gesek, Fran Kefalas, Stephen Gencarella

Guests: Megan Gilbert, Tony Sheridan

Minutes

1. Call to Order

Meeting was called to order at 9:03am by Fran K.

2. Meeting Minutes Approval 10/26/2023

Stephen G. motioned to approve the minutes, second by Tyra P., all in favor, motion carried.

3. Discussion and Possible Action: Regional Marketing Partnership Program Grant Application Review

Committee members stated they have reviewed but not yet scored

each of the applications on the designated scoring rubric, but would like to continue the discussion on which candidates should be interviewed to answer committee questions and ensure that grant applications meet the stated criteria.

One grant application was misfiled and the file location was corrected during the meeting.

Discussion was held on the rubric system and criteria, regarding the general preference of the committee to provide seed money for new projects, new applicants, or the defined growth of a previously funded project, rather than funding the same project/scope of work for the same applicant year over year. Demand for the grant has become more competitive each year since inception. Potential criteria adjustments might include a limit on the number of times an applicant may receive funding for the same project.

Discussion was held on the nature and necessity of interviews. This year based on 19 applicants, interviews will target those applications that require clarification.

4. Regional Marketing Partnership Program Next Steps

A follow-up meeting will be held on Wednesday, January 24 at 10am and all committee members shall complete the scoring rubric before this date.

5. Adjournment

Tyra P. motioned to adjourn at 9:35am, second by Stephen G, all in favor, motion carried.