



**Eastern Regional Tourism District (ERTD)
Board of Directors - Meeting
MEETING AGENDA**

Thursday, March 19, 2026
9:00am

**Location
ZOOM:**

<https://us02web.zoom.us/j/86831152412?pwd=RWowMG5LYTUrRVdYWZH6a3doV016dz09>

Meeting Minutes

Attendees: Chris Regan, Jill St. Clair, Bruce Flax, Jordan Lumpkins, Shannon Fagan, Angie Adams, Tyra Penn-Gesek, Rich Kohlbrecher, Barry Kaplan, Ali Formica, Cathy Barnard, Mark Olivo, Jim Russo, Kathleen Paterson,

Guests: Andrea Manning, Thomas Sheridan, Jill Larsen

1. Call to Order
 - a. Chris Regan called the meeting to order at 9:02am.
2. Approval of Meeting Minutes 12/11/2025
 - a. A motion was made to approve the December 11, 2025 meeting minutes as presented. The motion passed.
3. Board Chair Report
 - a. Chris Regan delivered the Board Chair Report, emphasizing the need for continued legislative advocacy to support tourism.
4. Treasurer Report
 - a. P&L and Balance Sheet
 - i. Bruce Flax presented the P&L and Balance Sheet
 1. A motion was made to accept the P&L and Balance Sheet as presented. The motion passed.
5. Committee Chair Reports
 - a. Finance
 - i. Bruce Flax reported everything is on track, with no further report.
 - b. Marketing
 - i. Jill St. Clair reported on the recent activity of the Marketing committee including
 1. Continued collaboration with Quinn & Hary on spring campaign development, with committee input guiding revisions to messaging and creative direction
 2. Ongoing discussion around targeting and positioning, with a focus on appealing to specific traveler segments and encouraging deeper regional exploration



- iii. 18 committee meetings were facilitated since the previous board meeting.
 - iv. Brochure printing and distribution RFPs in progress. Updates to the content are underway, with 2027 brochures expected to be in distribution by May 1st.
 - v. 2026 Eastern CT Tourism Conference successfully held, including 186 attendees and 17 exhibitors, with strong focus on collaboration and legislative advocacy
 - vi. Upcoming priorities include FY2027 budget development, DECD grant reporting, auditor RFP, asset library development, legislative tracking, and continued board onboarding
9. Other Business
- a. Andrea Manning reviewed responsibilities for Directors, and attendance requirements.
 - b. The next BOD meeting will include a round-table discussion highlighting the tourism opportunities in each community.
10. Adjournment
- a. A motion was made to adjourn. All in favor, the meeting adjourned at 9:32am