



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

Regular Meeting

September 4, 2025 - 9:00AM

Zoom:

<https://us02web.zoom.us/j/89348754065?pwd=cDV1M2J5S2ZNZ2hkNWJKa3RSbXpTZz09>

Dial in: +1 312 626 6799

+1 929 205 6099

+1 301 715 8592

Meeting ID: 893 4875 4065

Passcode: 836268

Meeting Minutes

Attendees: Chris Regan, Bruce Flax, Jordan Lumpkins, Shannon Fagan, Nikki Cabrera, Lori Corriveau, Fran Kefalas, Patti Larrow-George

Guests: Andrea Manning, Jill Larsen, David Quinn, Jillian Lozier

1. Call to Order
 - a. Chris Regan called the meeting to order at 9:02am.
2. Approval of Minutes - 8/7/2025
 - a. Bruce Flax made a motion to approve the minutes, seconded by Patti Larrow-George. All in favor the motion passed.
3. Board Chair Report
 - a. Chris Regan reported strong summer performance district-wide, with July–August at record levels for many businesses and expectations for a very strong Q4. He noted Eastern Chamber’s retention as Administrative Partner for the next two years and invited collaboration around a Channel 3 “takeover” running one week per month September–December, featuring daily coupons and weekly grand prizes, to help drive a record finish and demonstrate impact to the state.
 - b.
4. Treasurer Report
 - a. P&L
 - i. Patti Larow-George made a motion to approve the P&L, seconded by Jordan Lumpkins. All in favor, the motion passed.
 - b. Balance Sheet
 - i. Patti George made a motion to approve the Balance Sheet, seconded by Shannon Fagan. All in favor, the motion passed.
5. Committee Chair Updates
 - a. Finance
 - i. No additional report.

- b. Marketing
 - i. Lori Corriveau presented the Visual Assets Policy from Quinn & Hary.
 - 1. Bruce Flax made the motion to approve the visual asset sharing policy, seconded by Nikki Cabrera. All in favor the motion passed.
- c. Bylaws
 - i. No report.
- d. Nominating
 - i. Andrea Manning noted onboarding for Angie Adams as the new chair will take place soon. Industry appointment additions including Amusement Attraction and Agritourism are anticipated for action at the full Board meeting on September 18.
- e. Legislative Advocacy
 - i. Patti Larrow-George summarized the workplan to prepare for February session: coordinated outreach with chambers/associations, a workshop on ROI and whole-community impact of tourism, seven letter templates for “plug-and-play” local advocacy, focus on the 10 towns without liaisons, and updates to leadership lists. Feedback on the packet and deck was requested.
- f. Grants
 - i. Nikki Cabrera reported all Regional Marketing Partnership final reports are now complete.
 - 1. Patti Larrow-George made a motion to approve and accept the final grant reports as presented, seconded by Bruce Flax. All in favor, the motion passed.
- 6. Connecticut Office of Tourism Update
 - a. Jill Larsen presented on behalf of the office of tourism.
 - i. On the data side the state is locked into a contract with Arrivalist until December 2027.
 - ii. District agreements are pending Attorney General review; once complete, a redline meeting will be scheduled. Districts are encouraged to submit applications now so POs can be issued immediately upon contract execution.
 - iii. Quarterly marketing meetings will resume in October. Fall creative is being finalized; Big E volunteer sign-ups are open; loyalty program details forthcoming
- 7. Quinn & Hary Update
 - a. Jillian Lozier presented on behalf of Quinn & hary
 - i. August Performance saw an increase of 350 Instagram followers; 30% increase in Facebook followers. Paid media delivered about 1 million impressions; boosted/sponsored blog content generated 274k impressions. Top content included an East Lyme Facebook post and a Woodstock Fair influencer collaboration.
 - ii. Outdoor adventure influencer trips being scheduled for late September; video captured for Celebrate New London, Brooklyn Fair, and Woodstock Fair is in the library.
 - iii. With the Visual Assets Policy approved, the team will begin structured sharing with the state and partners and will provide board access to the organized asset library.

- iv. Fall visuals refreshing within the “Make It” framework; blogs now leaning into fall topics (e.g., breweries/wineries).

8. Administrator Report

- a. Andrea Manning thanked the committee for approving the Administrative Partner proposal for the next two years. August activity included seven committee meetings and two new-director onboarding sessions. Final grant report processing required significant effort; to reduce issues, the committee will tighten materials, adjust onboarding, and move timelines earlier next year. Returned funds were received from the Connecticut Storytelling Center and Norwich Events Organization and will be deposited. The FY2026 application is nearing completion pending signatures; audit materials are being compiled. The next Board of Directors meeting is Thursday, September 18 at 9:00 AM (Zoom); a packet will be circulated in advance of the meeting.

9. Other Business

- a. No other business.

10. Adjournment

- a. A motion to adjourn was made by Patti Iarrow-George, seconded by Nikki Cabrera. All in favor, the meeting adjourned at 9:34am.