



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

Regular Meeting

November 6, 2025 - 9:00AM

Zoom:

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

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Meeting ID: 893 4875 4065

Passcode: 836268

Meeting Minutes

Attendees: Chris Regan, Jill St. Clair, Bruce Flax, Jordan Lumpkins, Lori Corriveau, Patti Larrow-George, Nikki Cabrera, Fran Kefalas

Guests: Andrea Manning, David Jensen, Jillian Lozier

1. Call to Order
 - a. Chris Regan called the meeting to order at 9:01am
2. Approval of Minutes - 10/2/2025
 - a. Jill St. Clair made a motion to approve the meeting minutes with a modification to strike 'and accountability' in the meeting minutes item, The motion was seconded by Patti Larrow-George. Bruce Flax opposed. All else in favor, the motion passed.
3. Board Chair Report
 - a. Chris Regan delivered the Board Chair Report noting rising economic pressures, including rapid increases in 90-day credit-card delinquencies among ages 30–49, the highest since the pandemic. He emphasized the need for strategic marketing to attract visitors with discretionary income and support regional businesses through potential downturns. Chris reviewed municipal vacancies: Coventry, Franklin, Hampton, Lebanon, Lisbon, Lyme, Salem, Sprague, Sterling, Willington, and Windham. The full vacancy list will be distributed. Members were encouraged to contact potential municipal representatives. Chris urged continued outreach to legislators regarding statewide tourism funding and highlighted the need to understand comparative economic impact data across states.
4. Treasurer Report
 - a. P&L
 - i. Motion was made by Patti Larrow-George, seconded by Chris Regan. All in favor the motion passed.

- b. Balance Sheet
 - i. Patti Larrow George made a motion to approve, seconded by Nikki Cabrera. All in favor the motion passed.
- 5. Committee Chair Updates
 - a. Finance
 - i. No further report.
 - b. Marketing
 - i. Lori updated the committee on the Marketing Committee's recent work
 - 1. Lori updated the committee on the review of Quinn & Hary as the Marketing Agency. committee members submitted feedback via meeting and email. Lori will meet with Dave Jensen to finalize the review and then distribute to the Executive and Marketing committees.
 - 2. Lori suggested a gift for departing Dave Quinn.
 - a. Jill St Clair made a motion to allocate \$150 for a dinner gift certificate and letter of gratitude from the District. Patti Larrow-George seconded. All in favor, the motion passed.
 - 3. The committee held a preliminary discussion about creating a local attractions guide for Fall 2026, targeted toward colleges and private schools. More development will occur at future meetings.
 - ii. Visual Asset Sharing Policy Process
 - 1. Andrea presented the draft visual asset request process, and members discussed balancing ease of use with appropriate attribution and branding expectations.
 - 2. Several concerns were raised about whether strict branding requirements could limit usability for smaller organizations or certain publications.
 - 3. Andrea will consult the state on their asset-sharing approach, and the policy will return to the Marketing Committee for further discussion and refinement.
 - iii. Arrivallist Data Discussion
 - 1. Committee members expressed strong preference for receiving the full dataset, noting that pre-filtered or limited fields reduce the district's ability to analyze trends and make informed marketing decisions.
 - 2. Members referenced past challenges with restricted Google Analytics and social data, emphasizing that understanding the complete scope of available data is essential before narrowing requests.
 - 3. Dave Jensen will reach out to state contacts to discuss feasibility, clarify what datasets exist, and advocate for comprehensive access rather than a constrained subset.
 - c. Bylaws
 - i. Fran reported the committee will meet next week to align language with the forthcoming state contract. No major policy shifts are anticipated; wording updates only.
 - ii. Andrea noted the redline has not yet been received from the state.
 - d. Nominating

- i. Andrea will send the vacancy list and the Nominating Toolkit following the meeting.
 - ii. Recommendations for potential representatives should be shared with Chris, Andrea, and Angie.
 - e. Legislative Advocacy
 - i. Patti provided updates on legislative outreach:
 - 1. She has distilled the state's economic impact report into a data-focused PowerPoint and is gathering local responses to a questionnaire about the impact of increased tourism funding.
 - 2. She met with Putnam Economic Development and will present next to the Plainfield Business Association.
 - ii. Patti discussed economic trends in New York and the potential opportunity for Connecticut tourism if those conditions shift, and members agreed it is worth exploring the strategic implications further and continuing the research.
 - f. Grants
 - i. Approval of Suite of 2026 Regional Marketing Partnership Matching Grant Program Documents
 - 1. Niki Cabrera updates the committee on changes and updates, moving the
 - 2. Fran Kefalas made a motion to approve the full suite of grant documents, seconded by Jill St. Clair. All in favor the motion passed.
 - ii. Discussion: Partnerships Definition
 - 1. Nikki Cabrera summarized the updates for the FY26 suite of documents, to include:
 - a. Refined rubric language.
 - b. Implementation of a simplified P&L worksheet for smaller applicants.
 - c. Adjusted financial reporting (June 15) and narrative reporting (July 31) deadlines.
 - d. Grant application will open in November; deadline January 9.
 - 2. The committee clarified how "collaborative partnership" should be interpreted, recognizing differences between formal multi-town projects, broader organizational networks, and strong proposals with limited direct partners. Members agreed the rubric should continue to reward broader collaboration while still allowing single-entity projects to be competitively considered.
- 6. Connecticut Office of Tourism Update
 - a. No Report. Andrea Manning delivered a brief update from the recent all-regions meeting held by the state. Key takeaways include:
 - b. Updates on Perks & Recreation, the upcoming redesign of Connecticut Open House Day, the return of ConCon Quarterlies in January, and the state's six-month PR lead time for media pitches.
- 7. Quinn & Hary Update
 - a. Q&H reported September–October performance metrics:
 - i. 578 new Instagram followers, surpassing 20K total.
 - ii. 139,000+ Instagram video views.

- iii. ~820,000 Facebook content views.
 - iv. 5,400 Facebook link clicks driving traffic to CTVisit.
 - v. 1.62M paid ad impressions over two months.
 - vi. 297,000 blog impressions from ongoing amplification.
 - b. Top-performing posts included a repurposed Killingly Spooktacular video and organic influencer collaborations.
 - c. Outdoor influencer campaign videos continue to perform well; one recent post is nearing 18,000 views.
 - d. Q&H reviewed upcoming event coverage and encouraged members to send missing listings to Emma.
8. Administrator Report
- a. Andrea Manning delivered the Administrator report
 - i. Audit is underway.
 - ii. A new director, Brian Maynard (Putnam), will be onboarded shortly.
 - iii. Regional Marketing Partnership Program materials are nearly ready; a live Q&A will be held on December 5, 12–1 PM.
 - iv. Andrea recapped key OST updates including PR lead times, program rollouts, and the forthcoming statewide tourism report.
 - v. Upcoming meetings:
 - 1. Executive Committee: December 4
 - 2. Quarterly Board Meeting: December 11 (in-person TBD)
9. Other Business
- a. Fran Kefalas announced The last Green Valley's America 250 grant opportunities of awards up to \$2,000 with a 1:1 in-kind match.
 - b. Jill St. Clair inquired about implications of the federal government shutdown on outdoor recreation; Fran Kefalas provided updates on National Park Service cuts and noted potential opportunities for Connecticut's state and regional outdoor assets.
10. Adjournment
- a. Fran Kefalas made a motion to adjourn, seconded by Jordan Lumpkins. All in favor the meeting adjourned at 10:14am