



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

Regular Meeting

December 4, 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: Jill St. Clair, Bruce Flax, Fran Kefalas, Shannon Fagan, Angela Adams, Lori Corriveau,
Nikki Cabrera, Jordan Lumpkins, Patti George

Guests: Andrea Manning, Tony Sheridan, Jillian Lozier, David Jensen

1. Call to Order
 - a. Jill St. Clair called the meeting to order at 9:01am
2. Approval of Minutes - 11/6/2025
 - a. Bruce Flax made a motion to approve, seconded by Lori Corriveau. All in favor, the motion passed.
3. Board Chair Report
 - a. Jill relayed Chris's request that Executive Committee members regularly share, like, and comment on ERTD social media content to extend reach with minimal time burden. She encouraged members to help "change the winter narrative" by actively promoting four-season activities (e.g., plowed river trails, local outings) and expressing enthusiasm for winter experiences in Eastern Connecticut rather than treating the season as something merely to endure.
4. Treasurer Report
 - a. P&L
 - i. Bruce reviewed the Profit & Loss statement included in the packet and requested approval.
 - ii. Fran Kefalas made the motion to approve, seconded by Nikki Cabrera. All in favor, the motion passed.
 - b. Balance Sheet
 - i. Bruce presented the Balance Sheet as distributed with the meeting materials.
 - ii. Patti George made the motion to approve, seconded by Lori Corriveau. All in favor, the motion passed.
5. Committee Chair Updates
 - a. Finance

- i. No further update.
 - b. Marketing
 - i. Lori reported that the Marketing Committee completed a formal review of Quinn & Hary; she met with David Jensen to review and finalize the document for the record.
 - ii. The committee is revisiting the visual asset sharing policy language to better align with state expectations and is awaiting further input from the Office of Statewide Marketing & Tourism (SWMT).
 - iii. Winter marketing creative from Quinn & Hary is being prepared and submitted to the state for approval.
 - c. Bylaws
 - i. Bylaws Update Approval
 - 1. Fran summarized proposed bylaws changes as primarily terminology and alignment updates, including:
 - a. Updating references from “Connecticut Office of Tourism” to “Office of Statewide Marketing & Tourism.”
 - b. Changing the description of joint marketing meetings with the state from monthly to quarterly.
 - 2. Andrea added that a contract-comparison meeting with OSMT is scheduled for 1:00 p.m. the same day; if additional changes are identified, the revised bylaws will be recirculated to the Executive Committee before going to the Board of Directors for formal adoption next week.
 - 3. Bruce Flax made a motion to approve, seconded by Nikki Cabrera. All in favor, the motion passed.
 - d. Nominating
 - i. Angela Adams noted she is new to the Nominating Committee and has reviewed the Nominating Toolkit.
 - ii. The committee will meet in January. She plans to contact towns with new CEOs to confirm or update municipal representatives and solicit recommendations before the next round of appointments.
 - e. Legislative Advocacy
 - i. Patti reported that meetings with Plainfield, Putnam, and Killingly are underway, with a January presentation scheduled for Killingly’s new Town Council.
 - ii. She plans to meet with regional COGs and chambers to reach all 41 towns before the legislative session.
 - iii. With the special housing session concluded, she will refocus on tourism legislation—particularly increased meal-tax revenue for tourism—and invited members (including Jordan) to join upcoming advocacy efforts.
 - f. Grants
 - i. Nikki reported that the 2026 Regional Marketing Partnership Grant Program has been launched and asked members to share the announcement widely to encourage strong application volume.
 - ii. She noted the live virtual Q&A session is scheduled for Friday, December 5 at 12:00 p.m., and the application deadline is January 9, 2026.
 - iii. Andrea added that she has emailed the grant notice to all past recipients and that several have already RSVP’d for the Q&A.
6. Discussion: Board questions and presentation needs for Office of Statewide Marketing & Tourism update (12/11 BOD meeting)

- a. Andrea requested direction on what the Executive Committee wants OSMT to present at the December 11 Board meeting so she can send a consolidated list of requests today.
 - b. Members agreed the update should focus on forward-looking marketing plans, especially 2026 strategy, Q1 priorities, and opportunities for better alignment between state and district efforts.
- 7. Office of Statewide Marketing & Tourism Update
 - a. Jill Larsen reported updates from SWMT -
 - i. Jill Larsen congratulated ERTD on launching its grant program and reported 30+ billion earned media impressions for 2025, driven largely by pizza-related coverage.
 - ii. She previewed upcoming state initiatives, including a visitor loyalty program launching early next year and a connected merchandise store already live.
 - iii. Jill noted two ERTD-related meetings occurring later that day focused on contract comparison and Arrivalist data, intended to resolve outstanding questions and refine reporting.
 - iv. She highlighted upcoming statewide events: including a content-creator conference in New Britain and the January 28 quarterly marketing meeting.
 - v. Jill shared updates on the state's ambassador program, which expands on-the-ground content creation.
 - vi. On visual asset sharing, she clarified:
 - 1. The library is public but accessed via an account-based portal; attribution to OSMT is required.
 - 2. For-profit use is generally restricted, though businesses featured in the images may be allowed; she will confirm details.
 - 3. The PhotoShelter library needs updating, with limited video currently available.
 - 4. She affirmed she would provide written clarification on attribution format, social-media use, and for-profit guidelines, and encouraged ERTD to raise contract-language questions (e.g., bus-tour
- 8. Quinn & Hary Update
 - a. Jillian Lozier presented on behalf of Quinn & Hary -
 - i. Campaign updates
 - 1. Instagram: 423 new followers, bringing the account close to 30,000 total; 84,000 content views.
 - 2. Facebook: 1.1 million views, representing an approximate 82% increase over the prior period, and 6,200 link clicks driving users to CTVisit blog content.
 - 3. Paid media: 1.85 million impressions from advertising campaigns, plus approximately 529,000 impressions from paid amplification of blog content.
 - ii. She highlighted top-performing posts, including an organic lobster-trap tree reel with roughly 99,000 views and 75 new followers from that post alone, plus reels featuring Bluff Point and Vanilla Bean Cafe.
 - iii. Outdoor adventure influencer content continues to perform well across all participating influencers, with Ellen's two videos drawing particularly strong and sustained engagement.

- iv. Jillian reported that a family-travel influencer (“travel band mom,” 22.6K Instagram followers) visited in November; her content is in final internal review and will be reported on once published.
- v. The events calendar is being maintained for CTVisit and social, with January listings added as more events are submitted.
- vi. In response to Jill’s question about TikTok, Jill Larsen confirmed that ERTD and its influencers may use TikTok; the state currently repurposes some existing content on the platform, with room to expand as bandwidth allows.

9. Administrator Report

- a. Andrea Manning presented the Administrator Report -
 - i. Andrea reported that the annual audit is ongoing and expected to be completed by the December 31 deadline.
 - ii. She has onboarded new Board member Brian Maynard from Putnam and assigned him to the Legislative Advocacy Committee, noting his strong enthusiasm.
 - iii. She reiterated that the Regional Marketing Partnership program is now live and encouraged members to direct interested parties to the VisitEasternCT email for the Q&A Zoom link and application questions.
 - iv. Contract comparison and Arrivalist data meetings with OSMT are scheduled for 1:00 p.m. and 3:30 p.m. respectively; she will share key outcomes with the committee.
 - v. The Board of Directors meeting is set for Thursday, December 11; the physical location is still being finalized with Chris and will be confirmed by the following day.
 - vi. Andrea invited members to reach out with any needs or topics that should be on her radar.
 - vii. Lori proposed Matt Coyne as a candidate for the agritourism representative seat, noting his hospitality background (Michelin-star restaurants and wineries), PhD in hospitality and tourism management, and current agritourism-focused teaching at Eastern Connecticut State University.
 - viii. Andrea welcomed the recommendation and asked Lori to share his information with her, Angela, and Chris; the existing agritourism seat can be filled upon Executive Committee confirmation at a future meeting.

10. Other Business

- a. Jill Larsen confirmed the Christmas Movie Trail remains active and supported by ongoing promotion.
- b. The redesigned state tourism icon map will be shared with ERTD for final review.
- c. Additional pizza businesses cannot be added to the official Pizza Trail, though towns may promote their own.
- d. Angela announced a January 27 Norwich-area legislative breakfast and invited ERTD participation; Patti confirmed she will attend.

11. Adjournment

- a. Patti George motioned to adjourn, seconded by Bruce Flax. All in favor, the meeting adjourned at 9:48am.