



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

Regular Meeting

April 2, 2026 - 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, Shannon Fagan, Nicole Cabrera, Fran Kefalas, Angie Adams, Jordan Lumpkins

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

1. Call to Order
 - a. Jill St. Clair called the meeting to order at 9:03am.
2. Approval of Minutes - 3/5/2026
 - a. Jordan Lumpkins made a motion to approve the March 5, 2026 minutes, seconded by Nicole Cabrera. All in favor, motion passed.
3. Board Chair Report
 - a. Report deferred.
4. Treasurer Report
 - a. P&L
 - i. Fran Kefalas made a motion to approve the Profit & Loss statement, seconded by Angela Adams. All in favor, motion passed.
 - b. Balance Sheet
 - i. Jordan Lumpkins made a motion to approve the Balance Sheet, seconded by Angela Adams. All in favor, motion passed.
5. Committee Chair Updates
 - a. Finance
 - i. Shannon Fagan presented on behalf of the finance committee
 1. Finance Committee approved AM Lithography for brochure printing and CTM for distribution (sole bidder).
 2. A discussion of FY2027 draft budget in coordination with Marketing Committee noted changes
 - a. Reallocation from underutilized visual assets to social media/influencer collaborations (\$5,000)

- i. Q1 Performance Highlights:
 - 1. +2,065 Instagram followers; 317,000 views
 - 2. 1.4 million Facebook views; 35% increase in engagement
 - 3. 1.9 million paid ad impressions
 - 4. ~500,000 impressions from blog amplification
- ii. Strong engagement driven by event-based content during winter months
- iii. Spring campaign live; summer campaign in development
- iv. Influencer visit underway, featuring regional towns including Mystic, New London, and Niantic
- v. Budget ramp-up expected heading into peak season
- vi. Committee discussion noted
 - 1. Anticipated traffic impacts (Gold Star Bridge, I-95, Niantic area) may affect visitor access to the region.
 - 2. Opportunities identified to promote alternative transportation, including ferry service and Amtrak routes from Boston and New York.
 - 3. Discussion of an integrated marketing approach emphasizing ease of travel, including influencer content, paid campaigns

8. Administrator Report

- a. Andrea Manning reported for the Administrator -
 - i. Ongoing administration of the Regional Marketing Partnership Program, including distribution of grant funds, review of submitted collateral, and continued guidance to recipients on branding, attribution, and reporting requirements as projects move into implementation.
 - ii. Progress on brochure production and distribution, with vendor selections finalized, content updates underway, and coordination in place to meet a May distribution timeline through CTM.
 - iii. Continued board development efforts, including onboarding sessions for four new Directors to provide orientation on roles, expectations, and opportunities for engagement.
 - iv. Upcoming visual asset discussion scheduled to further refine access, use, and management of the district's shared content resources.

9. Other Business

- a. No other business

10. Adjournment

- a. Fran Kefalas made a motion to adjourn, seconded by Jordan Lumpkins,. All in favor, the meeting adjourned at 9:24am.