



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

Regular Meeting

May 7, 2026 - 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, Jill St. Clair, Bruce Flax, Fran Kefalas, Shannon Fagan, Nicole Cabrera, Jordan Lumpkins

Guests: Andrea Manning, Mayor Michael Passero, Chris Sci, Amy Monahan, Jill Larsen, Jillian Lozier

1. Call to Order
 - a. Chris Regan called the meeting to order at 9:02am
2. Approval of Minutes - 4/3/2026
 - a. Jill St. Clair Made a motion to approve the meeting minutes, seconded by Bruce Flax. All in favor the motion passed.
3. Board Chair Report
 - a. Chris Regan delivered the board chair report.
 - i. Chris Regan expressed disappointment regarding the outcome of the State budget process and the lack of additional tourism funding.
 - ii. He emphasized the importance of continued advocacy efforts with legislators and collaboration among Connecticut's tourism districts.
 - iii. Discussion focused on the need to increase hotel occupancy rates statewide and strengthen marketing efforts targeting drive markets including New York, New Jersey, Pennsylvania, Long Island, and New England.
 - iv. Regan noted changing travel patterns, including reductions in Canadian travel, and stressed the importance of encouraging longer visitor stays throughout Eastern Connecticut.
4. Treasurer Report
 - a. P&L
 - i. Jordan Lumpkins made a motion to approve the Profit & Loss statement, seconded by Nicole Cabrera. All in favor the motion passed.
 - b. Balance Sheet

- i. Recent statewide marketing meeting discussions regarding summer tourism initiatives and America 250 planning.
 - ii. Soft launch of the “Perks & Recreation” rewards program.
 - iii. Upcoming Content MADE networking event scheduled for June 8 at Saybrook Point.
 - iv. Connecticut Open House Day scheduled for June 13, with over 100 participating locations.
 - v. Progress on the TV-to-Table Trail initiative.
 - vi. Development of a statewide historical and paranormal-themed fall trail.
 - vii. Availability of Connecticut 250 branding resources.
 - viii. Reopening of four staffed Welcome Centers for the summer season.
 - ix. Discover New England 2027, scheduled for March 8–10 at Foxwoods.
 - b. Jill Larsen also noted that monthly hotel occupancy reports are provided to the District through Smith Travel Research and will continue to be shared.
7. Quinn & Hary Update
 - a. Jillian Lozier presented April marketing performance metrics, including:
 - i. Growth of 360 Instagram followers and over 120,000 content views.
 - ii. Significant increases in Facebook engagement and link clicks.
 - iii. Successful influencer visitation resulting in approximately 44,000 views, with strong reach among non-followers.
 - iv. Delivery of 2.1 million paid advertising impressions during April.
 - b. Top-performing content included spring events, tulip farm coverage, and influencer-generated content.
 - c. The agency reviewed upcoming content priorities, including transportation-focused storytelling, ferry travel, boating, sporting events, and seasonal attractions.
 - d. Discussion centered around opportunities for increased collaboration between regional tourism partners and Visit Eastern Connecticut social media efforts.
8. Administrator Report
 - a. Andrea Manning reported on recent work
 - i. FY26 brochure printing and distribution have been completed, with brochures distributed through CTM as of May 1.
 - ii. RFPs are underway for both auditing services and media agency services as required under the state contract.
 - iii. Updated stickers and a new display banner are in production.
 - iv. ERTD will participate in Willimantic Third Thursday on June 18 through a partnership with the Airline State Park Trail Association.
 - v. Continued outreach regarding Connecticut Open House Day participation.
 - vi. Preparations are underway for fiscal year-end closeout activities and the June 11 Annual Meeting.
 - vii. Regional Marketing Partnership grant recipients are being reminded of June 15 spending and reporting deadlines.
9. Other Business
 - a. Jill St. Clair suggested exploring brochure distribution through Connecticut College and the United States Coast Guard Academy admissions offices. Andrea Manning agreed to follow up.
 - b. Amy Monahan shared information regarding a new international music and arts festival planned for Woodstock on October 8–10, led by Grammy Award-winning

musician Sandeep Das. Organizers anticipate attracting visitors from across the region and beyond.

- c. Fran Kefalas noted that the event would be eligible for inclusion in The Last Green Valley's Walktober program and offered partnership opportunities and promotional resources.
 - d. Mayor Michael Passero provided an update on the National Coast Guard Museum project, reporting that construction remains on track for completion by the end of 2026, with public opening anticipated in 2027.
 - e. Mayor Passero also highlighted ongoing redevelopment efforts in downtown New London, including progress on the Cronin Building redevelopment and planned public market project.
 - f. Mayor Passero invited committee members to attend the State of the City of New London event scheduled for June 25, 2026.
10. Adjournment
- a. Fran Kefalas. The motion was seconded and approved unanimously. The meeting adjourned at 9:42am