



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

Special Meeting

September 25, 2025 at 10:00am

Zoom:

<https://us02web.zoom.us/j/81169509259?pwd=UHd4ZnFyQThQWXpqTnZjbUlzUG1kQT09>

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Meeting ID: 811 6950 9259

Passcode: 134859

Meeting Minutes

Attendees: Bruce Flax, Shannon Fagan, Fran Kefalas

Guests: Andrea Manning

1. Call to Order
 - a. Bruce Flax called the meeting to order at 10:01am
2. Meeting Minutes Approval
 - a. 8/25/25 Meeting Minutes
 - i. Shannon Fagan made a motion to approve the meeting minutes, seconded by Fran Kefalas. All in favor the motion passed.
3. Review Financial Documents
 - a. Profit & Loss Statement
 - i. Fran Kefalas made a motion to approve the Profit & Loss Statement as presented, seconded by Shannon Fagan, all in favor the motion passed.
 - b. Balance Sheet
 - i. Fran Kefalas made a motion to approve the Balance Sheet, seconded by Shannon Fagan, all in favor the motion passed.
4. Invoice Approval
 - a. Quinn & Hary
 - i. Summer Visual Asset Expansion Invoice
 1. Fran Kefalas made a motion to approve the Visual Asset expansion invoice, seconded by Shannon Fagan.

2. Bruce Flax raised concern that the invoice included an additional agency fee of about 30%, noting the district already pays a \$48,000 annual agency fee. He questioned whether this level of fee was appropriate and whether it had been discussed by the Marketing Committee.
 3. The Administrator explained that agency fees associated with visual asset expansion have historically been coded under the Visual Asset Expansion line and that the current breakout of fees was at the district's request to provide more transparency.
 4. Members discussed the value of the deliverables and whether the level of fees was reasonable for that scope of work. Bruce suggested paying only the photography portion of the invoice while holding the agency fee until more detail was provided. Fran and others expressed concern that withholding payment could disrupt services during the district's busiest season, especially after Quinn & Hary stated they would pause operations after 9/30 until all invoices were paid. The committee expressed some frustration, and noted the potential harm to regional businesses relying on continued marketing.
 5. Fran Kefalas amended the motion to pay the \$13,000 invoice and to request additional explanation of fees and explanation of visual assets, including receipts within the predetermined time frame, by 10/2/2025. Shannon Fagan seconded the motion. Two in favor, Bruce Flax opposed. The motion passed.
- ii. September Media Spend
 1. Fran Kefalas made a motion to approve the September Media Spend, seconded by Shannon Fagan. All in favor, the motion passed.
- b. Chamber of Commerce of Eastern Connecticut
 - i. August Administrative Invoice
 1. Fran Kefalas made a motion to approve, seconded by Shannon Fagan. All in favor, the motion passed.
- c. The Last Green Valley
 - i. Woodstock Fair Brochure Distribution
 1. Shannon Fagan motioned to approve the invoice from the Last Green Valley, seconded by Bruce Flax. Fran Kefalas abstained from the vote. Two in favor, the motion passed.
5. Other Business
 - a. The committee noted the need for Finance and Marketing to work together on contract clarity, transparency, and fee structure, and to prepare for an RFP in early 2026 when the current contract expires in June.
6. Adjournment
 - a. Shannon Fagan motioned to adjourn, and Fran Kefalas seconded. All in favor the meeting adjourned at 10:35am.