



ERTD Legislative Committee

Tuesday, September 30, 2025 at 11:00am

Zoom

<https://us02web.zoom.us/j/87070874738?pwd=wfCro8zNa28nJPbajREyabo42NdLpB.1>

Meeting ID: 870 7087 4738

Passcode: 749822

Special Meeting Meeting Minutes

Attendees: Patti Larrow-George, Cathay Barnard, Jill S. Keith

Guests: Andrea Manning, Ciera Alston

1. Call to Order
 - a. Patti Larrow-George called the meeting to order at 10:57am.
2. Meeting Minutes Approval 9/2/25 and 9/16/25
 - a. Motion to approve prior minutes made by Cathy Barnard; seconded by Jill S. Keith; motion passed unanimously.
3. Progress Updates on Committee Action Items
 - a. Reports on municipal outreach, legislator contacts, lobbying group engagement.
 - i. Municipal & Business Outreach: Chair reported targeted outreach to Northeast CT economic development directors and business association presidents (excluding current ERTD reps to avoid duplication). Putnam EDC invited a presentation on October 14; Chair will bring the committee deck and request the latest 2024 tourism numbers. Early comparisons show visits and revenue up year-over-year while state tourism dollars directed to the region have declined, underscoring the case for increased investment.



- ii. Small Business Engagement: Chair will attend the QVCC small-business pop-up this week for soft-touch conversations and card distribution; will keep a running tally of owners who contact legislators so the committee can build a durable advocacy network.
- iii. Chamber/Partner Coordination: Members discussed tapping Mystic Chamber, Greater Norwich Area Chamber, and Chamber ECT for contact lists and warm introductions; aim is to avoid cold calls by using point people to open doors in nearby towns.
- iv. Tourism Coalition: Members noted difficulty locating contact info; will look for member connections who can facilitate an invite to present at an upcoming meeting.
- v. Templates & Materials: Chair to circulate two form letters (tailored for municipal EDCs and for business associations); members can adapt and deploy once local lists are in hand.

4. Strategic Discussion and Next Steps

- a. Legislator Strategy: Emphasis on constituent-led outreach (small businesses and schools) prior to session; direct committee outreach alone is insufficient.
- b. Follow-ups: For non-responders, Chair will place phone calls to identify the right contacts and refine lists; members will leverage personal connections (e.g., Mystic, New London/Southeastern networks) and share arrival/visitation data points where available.
- c. Between-Meeting Coordination: Given light attendance in off-session months, the group will coordinate by email/phone to keep momentum on introductions, presentations, and letter distribution.

5. Other Business

- a. Members noted upcoming local elections and agreed the committee should time next outreach to newly seated officials.

6. Adjournment

- a. Cathy Barnard made the motion to adjourn, seconded by Jill S. Keith, All in favor the meeting adjourned at 9:25am.