



Eastern Regional Tourism District (ERTD) Nominating Committee

SPECIAL MEETING MINUTES

Special Meeting

Tuesday, July 22, 2025 - 10:00 AM

Zoom: <https://us02web.zoom.us/j/81798692336?pwd=uhN86JkFyZKNTduDa3yLzAvbo0W2ik.1>

Meeting ID: 817 9869 2336

Passcode: 245818

Meeting Minutes

Attendees: Todd Babbitt, Jill St. Clair, Jill S. Keith, Tyra Penn-Gesek

Guests: Andrea Manning

1. Call to Order
 - a. The meeting came to order at 10:00am
2. Discussion and recommendation for a strategy regarding industry appointments
 - a. Discussion centered around terminology of industry appointments and the process for appointment. Members voiced concerns over overly narrow designations and the potential exclusion of future candidates. A broader approach was supported. Emphasis was placed on appointing representatives who are willing to act on behalf of their entire industry sector, not just their organization, and the importance of regional representation, data sharing, and cross-promotion. Committee members expressed interest in formalizing clearer expectations for industry representatives in the bylaws or onboarding materials.
 - b. Tyra Penn-Gesek made a motion to recommend the creation of industry representative categories for Amusement Parks and Agritourism. Jill St. Clair seconded the motion. All in favor the motion passed.
3. Municipal vacancy discussion

- a. The committee reviewed ongoing challenges in filling municipal board appointments. Todd Babbitt confirmed that outreach had occurred, with limited response, citing timing as a barrier. Alternative strategies were suggested, including partnering with business associations or local tourism stakeholders, personal outreach to active community members or known tourism advocates, and leveraging existing data sources like past grant recipient applicants. Members agreed that a more targeted outreach approach, supplemented by e-blasts and personal invites, may yield better results.
4. Adjournment
- a. Jill St Clair motioned to adjourn, seconded by Tyra Penn-Gesek. All in favor, the meeting adjourned at 10:43am.