



Eastern Regional Tourism District (ERTD) Executive Committee

Regular Meeting

May 2, 2024 - 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, Lori Corriveau, Fran Kefalas, Charlie Tracy, Cathy Barnard, Bruce Flax, Stephen Gencarella

Guests: Andrea Manning, Tony Sheridan, Rachel Lenda, David Quinn, Jillian Lozier

1. Call to Order - The meeting came to order at 9:03am
2. Approval of Meeting Minutes - 4/4/2024
Stephen Gencarella motions to approve with noted edits. Cathy Barnard seconds. All in favor, the motion passes.
3. Board Chair Report - Jill St. Clair stands in for Chris Regan as chair of the meeting, reporting that he has no major updates. She alerts the committee that there is only one more Executive Committee meeting before the annual meeting in June.
4. Treasurer's Report
 - a. P&L Budget v. Actual
 - b. Balance Sheet
A motion to approve the P&L and Balance Sheet is made by Jill St. Clair. Charlie Tracy seconds. The motion passes.
5. Committee Chair Updates
 - a. Finance - Bruce Flax presents no additional updates.

- b. Marketing - Lori Corriveau presents on the Marketing Committee's robust discussion about how best to align the districts creative with the state, and the decision to return the RFP for Media Agency to the Executive Committee.
 - c. Bylaws - no report
 - d. Nominating - no report
 - e. Legislative Advocacy - Cathy Barnard reports that we are in the final few days of the short session, and that we will be sending out an updated report within the next week.
 - f. Grants - Fran Kefalas reports that RMPP recipients are moving forward with their funded projects. Grantees are checking in and asking questions. Grant reports are due 30 days after the end of the fiscal year.
6. Connecticut Office of Tourism Update - Rachel Lenda presents updates on the FY25 contract and timing, new provisions, and process for FY25 funding. She announces that COT will be holding a Listening Tour in the month of May, with three stops in the eastern district in Thompson, Norwich, and Groton. Other updates include progress of key legislation including HB-5432 and SB-221.
 7. Quinn & Hary Update - David Quinn introduces Jillian Lozier, who presents a side deck with updates on the success of the digital marketing campaign for the month of April, including content creator collaborations, the new "41 Ways to Make Memories" campaign, and upcoming spending plan for media spend.
 8. Administrator Report - Andrea Manning reports on updates in the brochure printing process. Tony Sheridan reports on ERTD presence at the recent Governor's Luncheon hosted by the Chamber.
 9. Other Business - Jill St. Clair leads a round table discussion on updates and events from the committee member's towns, sub-regions and industries.
 10. Adjournment

Stephen Gencarella made a motion to adjourn. Lori Corriveau seconded. The meeting adjourned at 9:54am