



Mystic Country

Eastern Regional Tourism District (ERTD)
Interim Executive Committee
Regular Meeting Minutes
Thursday May 7, 2020
Virtual (Zoom)

Attendees: Jim Bellano, Tracey Hanson, Bruce MacDonald, Christopher Regan, Bob Boissevain, Gina Kunst, Jill Fritzsche, Tyra Penn-Gesek, Stephen Gencarella, Randy Fiveash

Guests: Courtney Assad, Tony Sheridan, Peggy Roberts, Megan Gilbert

1. Call to Order 9:02AM
2. Approval of Minutes 04-02-2020 Meeting

Bruce moved to approve the minutes of the April 2, 2020 meeting, seconded by Chris, all in favor, motion approved.

3. Committee Appointments
 - a. Budget Committee

Bruce moved to appoint the Interim Executive Committee as the Budget Committee for the FY20 Contract, seconded by Tyra, all in favor, motion approved.

- b. Marketing Committee

The marketing committee is currently in place with most members of the Interim Executive Committee and additional board members can be appointed at the Board meeting next week.

4. Budget Committee
 - a. Approval of FY20 Budget

Bruce moved to approve the budget contingent upon modifications directed by the Office of Tourism, seconded by Stephen, all in favor, motion approved.

5. Marketing Committee
 - a. Approval of FY20 Marketing Plan

The plan was tabled for edits to be made by the marketing committee and marketing agency prior to next week's board meeting.

6. Discussion of RFQ for Digital Media
 - a. Selection of Media Agency

Jill moved to appoint Quinn ++ Hary Marketing as marketing agency for the District, seconded by Tyra, the vote was taken... Stephen abstained.

7. Administrator Report

We have been working to assist the Interim Executive Committee getting through the Media Agency RFP and FY20 contract paperwork. The next priority will be confirming board members and their terms to be ready for the June annual meeting. Industry members will also be appointed at this time. Jim spoke about compliance and bringing us into line for officers and members. Randy explained that the Secretary position must be a town appointed member for purposes of the contract.

Jim Bellano appointed Bruce as Secretary until the June Annual Meeting.

Bruce pointed out there are a number of letters that went to the Connecticut Office of Tourism and that we should inventory what we have on file for that process. Courtney will work with Jennifer on this. The bylaws committee will start meeting and will define industry representatives.

The non-profit partner with Jim are working to collect outstanding computers from Ed and Rita and access photos.

Jill offered to send pictures and video of the items they have in storage at NCDC and inventory what is there so they can free the space up to rent.

Randy requested an operating agreement be submitted to the CT Office of Tourism detailing roles of the two partners and their duties.

8. Other Business

Jim discussed the money that is currently held by Makiaris Media ~\$130K. Chris recommended creating a matching grant to make the region's partners campaigns more effective. Randy recommended that Jim speak with Makiaris to see if that is agreeable to them. Randy is open to a matching grant program but is concerned by the lack of structure for a program like that. Jim discussed committing dollars to each sub-region and constructing a program for the short-term.

9. Adjournment 10:04AM