



Mystic Country

Eastern Regional Tourism District (ERTD)
Interim Executive Committee
DRAFT Regular Meeting Minutes

Thursday June 4, 2020 9:00 a.m. Zoom

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

Guests: Courtney Assad, Tony Sheridan

1. Call to Order 9:02AM
2. Approval of Minutes 05-07-2020 Meeting

Tyra moved to approve the minutes, seconded by Bob, all in favor, motion approved.

3. Media Agency Contract

Jim and the Administrative Partner have been back and forth with Quinn and Hary on the contract and hope to have it completed for next week.

4. Administrator Report

We are working to wrap up the Media Agency Contract and Administrative Partner Agreement. Tony, Courtney and Jim have been working to confirm municipal appointments and clean out the past files and assets that have been at the COG Office and NCDC. We will be posting a notice of the surplus assets to be picked up by non-profits next Friday June 12, 2020. Jill will open up Foundry 66 to assess what is left in storage at their facility. Our next goals will be to start an industry newsletter and a matching grant program. Bruce recommended beginning work on our recovery messaging. A marketing committee meeting will be set up to begin working on committing the marketing dollars to have them spent by June 30. The draft bylaws will be presented at the Annual Meeting to be voted on at the July meeting so they can be sent to the municipalities with 20 days notice. Randy recommended having the Makiaris dollars transferred to Quinn and Hary if they are amenable to that.

5. Connecticut Office of Tourism Update

Randy stated that they will be releasing an action plan for their marketing going forward on the state level. Western has received their funding via direct deposit and Eastern's check should be arriving shortly. Randy stated that they are unsure what will happen for FY21 and are moving forward as if it will be the same as it is the second year of the biennium budget. However the tourism fund that funds these line items is expected to be down about 50% due to COVID-19.

Legislators are attempting to backfill the tourism fund to keep funding. They will proceed with all of the District contracts as if there is no change beginning July 1. We will proceed forward with the paperwork required for the next fiscal year to be ready. The Legislative Advocacy committee will be important to garner support for tourism funding moving forward.

6. Other Business

The committee discussed the Industry representatives and the names that have been confirmed so far that will be presented at the Annual Meeting. Bob asked about Rita Schmidt's participation as past Chair. Groton has indicated they may be appointing a new representative. Tony recommended recognizing her at the Annual Meeting for her service. The committee discussed limiting the industry representatives to ten for the time being for quorum. Nominations from the floor will be taken as a consideration to go through a vetting process. Jim said he will talk to the nominated individuals about their commitment.

Thompson will have a virtual trails day this Saturday and songwriting contest. The winner will be used to promote the airline trail.

Tracey discussed the budget timeline in the bylaws and asked when the budget should first be presented. The committee discussed using a no later than that date to provide flexibility. Tracey also brought up that the name does not match the statutes which has it as Eastern Regional Tourism District. They will drop the Connecticut to conform. The draft will be presented at the Annual Meeting and will be voted on at the July meeting so proper notice can be provided.

7. Adjournment

Bruce moved to adjourn, seconded by Tyra, all in favor, the meeting adjourned at 10:15AM