



Mystic Country

Eastern Connecticut Regional Tourism District
Board of Directors Meeting
05/14/2020
Virtual – Zoom

Attendees: Ann Lojzim, Jill Fritzsche, Gina Kunst, Todd Babbitt, Carol Christianson, Christine Strick, Stephen Gencarella, Bruce MacDonald, Wendy Russell, Delpha Very, Ed Chmielewski, Chris Regan, Tyra Penn-Gesek, Tracey Hanson, Katharine Brody, Jim Bellano

Other Attendees: Courtney Assad, Tony Sheridan, Peggy Roberts, Randy Fiveash

1. Call to Order 9:05AM
2. Approval of Minutes 02-13-2020 Meeting

Bob Boissevain moved to approve the minutes, seconded by Bruce MacDonald, all in favor, motion approved.

Bruce MacDonald moved to move Item 5 on the Agenda to Item 3, seconded by Bob Boissevain, all in favor, approved.

3. FY20 Contract Items
 - a. FY20 Budget

Jim Bellano presented the FY20 Draft Budget on behalf of the Budget Committee to the Board and reviewed the line items proposed.

Randy Fiveash expressed that they will be working with the District and their legal team to make sure dollars were committed prior to June 30.

Bruce MacDonald asked for clarification on the photography that it includes videography, Jim replied that it would.

Jill Fritzsche asked how the Regional Marketing Partnership dollars will be distributed. Chris Regan replied that they will be working on guidelines to ensure fair opportunity for the region.

Bruce MacDonald moved to approve the FY20 Budget subject to approval by the Connecticut Office of Tourism authorizing Chair Jim Bellano to make minor adjustments to have the dollars committed by June 30, seconded by Tyra Penn-Gesek, all in favor, motion approved.

- b. FY20 Marketing Plan

Dave Quinn of Quinn + Hary Marketing presented the marketing plan developed with their agency in conjunction with the Marketing Committee.

The Marketing Committee presented the plan to the Board for approval.

Bruce expressed his support of the plan and its ability to guide the District moving forward.

Randy stated the COT will have additional guidelines provided on recovery later today. Tyra Penn-Gesek moved to approve the FY20 Marketing Plan, seconded by Gina Kunst, all in favor, motion approved.

4. Interim Executive Committee Chair Report

Wrapped up the FY19 Contract and have been busy putting everything in place for the FY20 Contract. The COVID-19 pandemic made the process difficult, but the Interim Executive Committee has been hard at work to accomplish all of the required tasks to complete the FY20 Contract. Jim thanked the Non-Profit Partner for their work so far on this process and the work to come.

5. Appointments

Currently we are working to confirm all municipal appointments. The Interim Executive Committee was appointed as the Budget Committee due to lack of volunteers, but in the future these committees will be appointed with members of the Board. Going forward the focus will be on committee work lessening full board meetings.

6. Media Agency Contract

The Marketing Committee selected Quinn and Hary Marketing as the Media Agency for the District after a thorough RFP and interview and process.

7. Committee Reports

Marketing Committee – Gina stated the process was collaborative and quick work to produce the plan. Chris stated that it was a good process and looks forward to working with the committee.

Bylaws Committee – Tracey Hanson is currently working on creating a working draft for a comprehensive update to the Bylaws and will hold a committee meeting to review the proposed changes.

8. Administrator Report

Next large effort will be to confirm appointments prior to the Annual Meeting in June so that nominations and appointments can be made. Chris Regan recommended that the towns make suggestions so there is a large geographic spread. Peggy Roberts asked about the strategy behind industry appointments and developing criteria for appointments. The nominating committee will meet to discuss appointments. We will be working to database tourism industry venues in the region in the coming months as well. In conjunction with Jim, we are working to secure the outstanding computers from Ed and Rita.

9. Connecticut Office of Tourism Update

Two sessions today with the Connecticut Office of Tourism to discuss recovery and hear from the industry on their challenges. Jim encouraged Board members to attend one of the sessions if they are able.

10. Other Business

Bob Boissevain asked about the nominating committee process prior to the Annual Meeting. The Non-Profit Partner will work with the committee to schedule a meeting and facilitate nominations.

11. Adjournment

Bruce MacDonald moved to adjourn, seconded by Chris Regan, all in favor, the meeting adjourned at 10:08AM.