



Mystic Country

Eastern Connecticut Regional Tourism District
Board of Directors Meeting
06/11/2020
Virtual – Zoom

Attendees: Bob Boissevain, Bruce MacDonald, Ann Lojzim, Debbie Tanner, Jill St. Clair Fritzsche, Gina Kunst, Todd Babbitt, Christine Strick, Wendy Russell, Delpha Very, Ed Chmielewski, Chris Regan, Tyra Penn-Gesek, Tracey Hanson

Other Attendees: Courtney Assad, Tony Sheridan, Peggy Roberts, Randy Fiveash, Conrad Heede, Betsy Ritter, Ali Formica, Thomas Borner, Fran Kefalas, Gary Baker, Stephen Gencarella, Laurie Masciandaro

1. Call to Order 9:07AM
2. Approval of Minutes 05-14-2020 Meeting

Ed Chmielewski moved to approve, seconded by Jill St. Clair Fritzsche, all in favor, motion approved.

3. Interim Executive Committee Chair Report

Jim gave an update on the state contracts and funding. The check should be received and deposited shortly. The contract with Quinn and Hary Marketing has been executed and will be moving forward on a strategy to spend the funds for FY20. Jim, Tony and Courtney have been working on the assets and files remaining at the COG Office. There will be a pickup time tomorrow from 8AM - noon for nonprofits to take the remaining items. There are also some assets at NCDC to be moved. Jim spoke about the open committee leadership positions and a call for committee members.

4. Bylaws Committee
 - a. Bylaws Update

Tracey provided an update on the Bylaws revision process. The name has been changed to Eastern Regional Tourism District, dropping the Connecticut to make it consistent with historical use. An Assistant Treasurer officer position was added. The finance committee will be chaired by the Treasurer and Vice Chair will be the Assistant Treasurer. The standing committees have been updated as well. The main goal was to bring the bylaws in concert with the state statutes and contract.

2. Nominating Committee
 - a. Elections

Bob Boissevain presented the slate of officers.



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Chair - Jim Bellano, Windham
Vice Chair - Tracey Hanson, Voluntown
Treasurer - Jill St. Clair Fritzsche, Canterbury
Secretary - Bruce MacDonald, New London

Call for nominations, none.

Tyra Penn-Gesek moved to approve the proposed slate of officers, seconded by Ed Chmielewski, all in favor, motion approved.

Bob presented the proposed industry appointments.

Stan Mickus, Cross Sound Ferry, New London
Ali Formica, Flanders Fish Market, East Lyme
Thomas Borner, StoneHurst at Hampton Valley, Hampton
Fran Kefalas, The Last Green Valley, Danielson
Gary Baker, The Spa at Norwich Inn, Norwich
Stephen Gencarella, UMass Amherst, Cultural Heritage
Laurie Masciandaro, Roseland Cottage, Woodstock
Ryan Snide, Friends of Pachaug Forest, Friends of Connecticut State Parks

Call for nominations to be sent to the nominating committee David Wollner, Willimantic Brewing Company, Barbara Neff, Neff Productions.

Bruce MacDonald moved to approve the proposed industry appointments, seconded by Tyra Penn-Gesek, all in favor, motion approved.

6. Administrator Report

Tony gave an update on the assets and outlined some steps for moving forward. There needs to be significant work on reopening. Courtney provided an update on the efforts that have been taking place over the past month with committee work and municipal appointment confirmations. The next month will focus on proceeding with the marketing plan, FY21 contract paperwork and an industry database and newsletter list. Peggy discussed finalizing the administrative partner agreement and that they look forward to working together.

7. Connecticut Office of Tourism Update

Randy provided an update on the state's efforts and will be distributing guidance on marketing moving forward. Randy also spoke about the monthly regional tourism district meetings. The state is projecting a \$2B budget deficit which will make the next budget cycle difficult. There is a dedicated source of funding from the occupancy tax however the fund is projected to be down 50% this year due to the pandemic. The FY21 Contract will need to be completed shortly. There was further discussion about legislative advocacy for the budget.

8. Other Business

Jim asked for comments on the hotel industry reopening. Gina spoke about changes in processes and cleanliness. Most business is first responders and essential employees. The restrictions will make it a tough road. They are seeing increased visitation in other states that have reopened to visitors.

9. Adjournment

Bruce MacDonald moved to adjourn, seconded by Ed Chmielewski, all in favor, the meeting adjourned at 9:58AM.