

Prepared by: Rachel Lenda, Administrative Partnership Manager, Chamber of Commerce of Eastern Connecticut

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1. Jim Bellano called the meeting to order
2. Motion for approval of minutes 10/7/2021. Cathy motion, Chris Regan second. All in favor – no opposition. Jim Bellano is abstention as he was absent.
3. Treasurer report – did not meet because waiting for the funding from the state. When the funds come in, the committee will meet per Jill St. Clair. Jill also asked if it will be \$200k or \$100k payment.
4. Discussion of the Mystic Country regional name: Jim surmised from this past September; Mayor Passero of New London brought up the contention with Eastern Connecticut being entirely labeled “Mystic Country”. Jim also stated that it is not a legislative matter. NECOGG had a meeting with this topic discussed as well. The purpose of this discussion is to send out a poll to the full board to gain feedback about regional thoughts. Jim then went through the suggestions of possible rebranding of the ERTD.
5. Jim then opened up for discussion but looked for a motion to approve the google poll to be sent out to the ERTD full board of directors. Tracey thought the survey was good – she shared at the NECOGG meeting that the split in the name will be a split in the money being distributed. Tracey had to explain that wasn’t the case at all it is one district, and the money is used as a whole. Jill added that this question has historical reference – from 15 years ago, money was split. Jill also shared that the poll needed to be simplified more.
6. The discussion also went on to understand the map more and it needs to be simplified more. The general consensus was to remove the city/town names and break up the regions by district. Rose suggested to color code the map.
7. Chris Regan discussed the history of how long Mystic Country has been branded as such ~30 years. Chris believes that sub-branding the region would be the move but, throwing away the Mystic region brand name would be a poor decision on the region. A suggestion then was to remove the map entirely. Jill thought maybe voters would be confused that they are voting on the map, not the regional brand name. Most of the vacancies of the full board are in northeastern towns. It was discussed that northeastern towns are the most contentious areas with the Mystic Country regional brand name.
8. Tony weighed in: removing the map, the full picture is not being provided. Putting a statement under the map, current map on CTVisit. A map should be provided with the google poll. Perhaps including New London County in the fashion of the menu – may help. We cannot afford to get away from the Mystic Country brand name and it would be a loss. The discussion went back to color coding the map. Jim asked if we could move forward with the poll with map edits, removing town names, and color coding the maps. Jill said yes to this suggestion. Jim asked for a motion to approve – Jill motioned to approve the map. All were in favor, no opposition, no abstentions.
9. District audit – discussion and possible action. Jim asked if anyone had any points on the audit they wanted to discuss. No discussion on the audit itself. Jim asked for a motion to approve the

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audit – Jill motioned to approve the audit as submitted, Chris Regan second, all were in favor, no opposition, no abstentions.

10. The three items to supply to the auditors: corrective action plan and management letter. Rachel went through the first document, the corrective action plan. She described where the documentation came from (the audit) and then went through the corrective action plan which included more detail on financial reporting obligations with state money and matched money. We took what was already in the contract and expanded on it – the grant agreement and the eligibility requirements. Discussed a disclaimer about failure to comply with the financial reporting requirements will result in disqualification for future grants. Jim added that this financial reporting is not an indictment but rather that details are clear to cover the ERTD's compliance with the state of Connecticut. Jim opened up the floor for questions on the corrective action plan. Jill questioned the punitive part of the compliance – it was decided that the verbiage “will result in disqualification” to “may result in disqualification.” Discussion led to Windham Chamber of Commerce failure to comply – the question is if that person or that entity is eligible to apply for future grants should they be allowed to receive state funding? Jill suggested a certified letter be sent about their failure to comply with financial reporting. Rose Bove asked if the person is disqualified or if the organization is disqualified. Jim asked if the corrective action plan gets a review the following year – included in the audit. Tony explained how the corrective action plan will be reviewed to ensure.
11. Jim asked for a motion to approve the corrective action plan – Jill made a motion to approve the change of will result to may result – Tracey second. All were in favor – no opposition and no abstention.
12. Regional Marketing Partnership Program: Rachel went through the RMPP eligibility requirements. The accepted by, adding a secondary contact in the contract. Tracey suggested a print name and signature. Also suggested to keep the language consistent in both documents and will reflect to say “may result in...” rather than “will result in...” Tony thought that the witness signature could be board chair signature. Change accepted by “Board Chair or CEO”
13. Chris Regan suggested a line item that if the responsible party changes then it is up to the grant recipient to contact ERTD with the changes. Tony and Rachel will work on verbiage.
14. Committee Chair Updates:
 - a. Jill – nothing has changed; when the money hits the account, we will schedule a special finance meeting. (Finance Committee)
 - b. Chris – no updates (Marketing committee)
 - c. Tracey – no updates (Bylaws committee)
 - d. Nominating – Jim shared that Jill St. Clair is the place holder for Scotland while also being Canterbury ERTD municipal rep.
 - e. Cathy B – no updates (legislative committee)
15. Administrative Report – what is the action, plan, or thoughts on what to do with Windham Chamber. Also updated on the next ERTD newsletter – discussed a poll, Quinn & Hary update,

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COT update. Chris Regan asked what kind of conversations took place with Windham Chamber. Jim and Tony spoke up and said that they had both reached out via phone, email as well as Rachel reaching out by email. Rachel and Tony will work on a certified letter.

16. COT Tourism update – pass Rose had left.
17. Quinn & Hary – share the deck on the digital delivery and creative. Send the deck out to the executive committee. Miss America promotion and event/annual competition is 12/16 at Mohegan Sun and nationally televised. Asking to include imagery and video in the district tour in early December in the national telecast. Miss America also hired Quinn & Hary for assistance in December. Tony will try to motivate the Governor to attend the Miss America production.
18. Jill asked for the ERTD executive committee to participate in the survey with the COT on their winter marketing campaign being so heavily reliant on snow.
19. Dave shared a map of Mystic Country and the development of multiple regional names including The Last Green Valley, Greater Mystic, Thanks River Region, and another zone “The Lymes”.
20. Motion to adjourn the meeting. Jill made the motion, Tracey motioned, all in favor.