



## **Eastern Regional Tourism District (ERTD) Executive Committee**

Regular Meeting

February 6, 2025 - 9:00AM

Zoom:

<https://us02web.zoom.us/j/89348754065?pwd=cDV1M2J5S2ZNZ2hkNWJKa3RSbXpTZz09>

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Meeting ID: 893 4875 4065

Passcode: 836268

### **Meeting Minutes**

Attendees: Chris Regan, Jill St. Clair, Cathy Barnard, Stephen Gencarella, Bruce Flax

Guests: Andrea Manning, Tony Sheridan, David Quinn, Jillian Lozier, Jill Larsen

1. Call to Order
  - a. The meeting came to order at 9:02am
2. Approval of Minutes - 01/09/2025
  - a. Stephen Gencarella made a motion to approve with noted edits. Bruce Flax Seconded. All in favor the motion passed.
3. Board Chair Report
  - a. Chris Regan delivered the board chair report with a focus on the upcoming Tourism Conference on February 20th. He highlighted the importance of this event in promoting the regions tourism and hospitality sectors, emphasizing the collaboration among the regions chambers. He outlined the structure of the event, emphasizing keynotes by LT. Governor Susan Bysciewicz, and Denise Robidoux. He called for widespread support and attendance from the board and community stakeholders. He expressed hope that the event would demonstrate the significance of the tourism sector to influential policymakers and the general public.
4. Treasurer Report

- a. P&L
  - b. Balance Sheet
    - i. Bruce Flax presented the P&L & Balance Sheet.
      - 1. Cathy Barnard made a motion to approve, seconded by Stephen Gencarella. All in favor the motion passed.
5. Committee Chair Updates
- a. Finance - No further report.
  - b. Marketing - No report.
  - c. Bylaws - No report.
  - d. Nominating - No report.
  - e. Legislative Advocacy
    - i. Cathy Barnard reported of the development of the legislative advocacy toolkit, which is in production to be shared with attendees of the upcoming Tourism Conference.
  - f. Grants
    - i. Grants Committee Official Recommendations for FY25 Grant Recipients
      - 1. Stephen Gencarella reported on the grants committee process
      - 2. Jill St. Clair made a motion to approve the FY25 grant recipients as presented, seconded by Cathy Barnard. Chris Regan and Bruce Flax abstained from the vote. Three in favor, the motion passed.
6. Quinn & Hary Update
- a. David Quinn and Jillian Lozier presented the Media Agency report:
    - i. Updates on social performance indicate strong reach and interactions.
      - 1. An influencer visit from Massdaytripping had over 6,000 views, 79% of which came from non-followers.
      - 2. An upcoming influencer visit will feature a cozy winter retreat style video.
    - ii. ERTD's channels continue to see strong organic social performance.
      - 1. 152 new followers on Instagram in January.
    - iii. Visual asset expansion for fall and winter imagery has been completed, with locations and annual events across many of the regions 41 towns
    - iv. Calendar of events was shared, along with the link for the upcoming social calendar, which will include winter farmers markets, pop up shops, winter activities and more.
    - v. Discussion is held about possible attractions to feature, in addition to the types of content to focus on in this month's call for content and blogs.
7. Connecticut Office of Tourism Update
- a. Jill Larsen presents the COT update.

- i. In the week of 1/24-1/30 there were 2 national PR stories featuring Mystic.
- ii. Jill reported on January traffic, sharing the attractions and events with the most traffic in January.
- iii. She shared the dates and locations for the upcoming Coffee with Rachel events within the eastern region.
- iv. She reported on the success of the first ConnCon quarterlies event, indicating strong attendance and value for attendees.
- v. Discussion on upcoming spring and summer campaigns from COT took place, with no indication of change from the "Make It Here" campaign for the time being.
- vi. Discussion about the state budget for tourism took place.

#### 8. Administrator Report

- a. Andrea Manning presented the administrator report.
  - i. January's efforts included facilitating the Regional Marketing Partnership Grant process, promotion of the Coffee with Rachel series, and support for the Tourism Conference.
  - ii. Upcoming efforts will include further support for the legislative Committee and the Advocacy Toolkit, supporting the Regional Marketing Partnership Grant notification, contract and funds distribution, promotion of the Tourism Conference, the RFP for this year's brochure printing and distribution, among others.

#### 9. Other Business

- a. Chris Regan mentioned an ongoing initiative to expand a public-private partnership state-wide, in which private entities will match public funding of tourism in the state.

#### 10. Adjournment

- a. Stephen Gencarella made a motion to adjourn, seconded by Bruce Flax. All in favor the meeting adjourned at 9:55am