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

Thursday November 5, 2020 9:00 a.m. Zoom

Attendees: Jim Bellano, Tracey Hanson, Bob Boissevain, Bruce MacDonald, Jill St. Clair Fritzsche, Chris Regan, Ed Chmielewski, Randy Fiveash

Guests: Courtney Assad, Tony Sheridan, Peggy Roberts, Dave Quinn

1. Call to Order 9:06AM

2. Approval of Minutes 10-01-2020 Meeting

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

3. Board Chair Report

   Jim discussed circulating the committee rosters and having each committee meet before the next Executive Committee meeting.

4. Regional Marketing Partnership Program Approvals - ACTION REQUIRED
   a. Greater Mystic Chamber of Commerce

      Ed moved to approve the application, seconded by Bob, the vote was taken 3-0-4, motion approved. Chris, Jill, Bruce, and Jim abstained.

   b. New London Unity Initiative

      Tracey moved to approve the application, seconded by Ed, the vote was taken 3-0-4, motion approved. Chris, Jill, Bruce, and Jim abstained.

   c. Passport to Norwich

      Ed moved to approve the application, seconded by Tracey, the vote was taken 3-0-4, motion approved. Chris, Jill, Bruce, and Jim abstained.

   d. Airline Trail

      Tracey moved to approve the application, seconded by Ed, the vote was taken 3-0-4, motion approved. Chris, Jill, Bruce, and Jim abstained.

e. Voluntown Tourism Campaign

Bob moved to approve the application, seconded by Ed, the vote was taken 3-0-4, Tracey, Chris, Jill, and Bruce abstained.

f. Florence Griswold Museum & Lyme Art Association

Ed moved to approve the application, seconded by Tracey, the vote was taken 3-0-4, motion approved. Chris, Jill, Bruce, and Jim abstained.

g. Windham Economic Development

Ed moved to approve the application, seconded by Tracey, the vote was taken 3-0-4, motion approved. Chris, Jill, Bruce, and Jim abstained.

h. Windham Chamber

Ed moved to approve the application, seconded by Tracey, the vote was taken 3-0-4, motion approved. Chris, Jill, Bruce, and Jim abstained.

i. Thames River Heritage Park

Ed moved to approve the application, seconded by Tracey, the vote was taken 3-0-4, motion approved. Chris, Jill, Bruce, and Jim abstained.

The committee discussed a press release for the grant awards. Bruce recommended a small ceremony to recognize the recipients safe and socially distanced. Ed recommended individual pictures that could be used together to make a collage to help with COVID restrictions. Dave discussed the goals of the press release being the public-private partnership.

5. Committee Chair Updates
   a. Finance

Jill presented the financials. Bruce moved to approve the report, seconded by Chris, all in favor, motion approved.

i. FY20 Budget Revisions

Jim provided an overview of the line items that have not been expended that is their intent to move to the Regional Marketing Partnership Program for this year only. The items were 5110 Agency Fees $5,720, 5115 Social Media/Digital/Placement $22,385, 5250 Dues & Subscriptions $5,000 and 5500 Misc. Marketing $3,000 for a total of $36,105. These will be moved to line item 5120 Regional Marketing Partnerships.

Bruce moved to reappropriate the line items, seconded by Ed, all in favor, motion approved.

Bruce asked about putting the ERTD funds in an interest bearing account.

b. Marketing

Chris stated he is happy with the success of the Regional Marketing Partnership Program.

c. Bylaws - no update
d. Nominating

Bob has a list of the towns with vacancies and the town contacts and plans to work on it through the end of the month. Tracey is looking for a description of the roles and responsibilities for board members. Peggy offered to put together a description.

e. Legislative Advocacy

They will be meeting prior to the next Executive Committee meeting.

6. Administrator Report

Tony congratulated the Executive and Marketing Committee on their work on the Regional Marketing Partnership Program. Ed has been sent a certified letter in an attempt to collect the ERTD computer in his possession. Tony recommended meeting with the state senators and representatives and updating them on the District's progress. Jill discussed allowing Ed to keep the computer and retrieve the content. Ed stated that they do not know what is on the computer and stated that it is best practice to collect the computer and scrub it and then they can decide to return it if they choose. Courtney stated that she is working on the audit

and paperwork for the FY21 Contract. Tony and Jim discussed a tourism booth in Windham.

7. Connecticut Office of Tourism Update

   Randy provided an update on the state's rollback to Phase 2.1 and the pause on advertising in Massachusetts. The North Stonington Visitor Center will be staffed until the end of November and be open during the off season, just not staffed. Westbrook will be closed over the winter.

8. Other Business

9. Adjournment

Bruce moved to adjourn, seconded by Ed, all in favor, the meeting adjourned at 10:04AM.