



Mystic Country

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

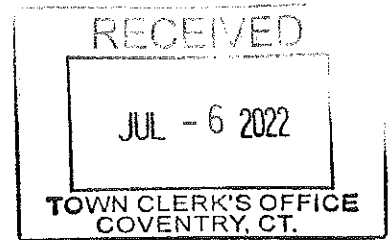
Meeting Minutes

Regular Meeting

Thursday, June 2, 2022 - 9:00AM

Attendees: Cathy Barnard, Jill St. Clair, Bruce Flax, Jim Bellano, Tracey Hanson (9:04)

Guests: Courtney Coates, Tony Sheridan, Sinead Roche, David Quinn



1. Call to Order 9:02AM
2. Approval of Minutes - May 5, 2022
Bruce Flax moved to approve the minutes, seconded by Cathy Barnard, 3-0-1, motion approved. Cathy abstained.
3. Board Chair Report
Jim stated they have been shooting for summer videos in Willimantic. Jim discussed moving towards meeting in person for board meetings. Jill recommended gauging the group at the annual meeting next week.
4. Treasurer Report
 - a. FY22 Budget Reallocations
The finance committee is recommending reallocating additional funds towards digital marketing. In prior years the digital campaign was closer to this overall. Tracey moved to approve, seconded by Cathy, all in favor 5-0, motion approved.
 - b. FY23 Budget
Jill presented the proposed budget for FY23, there is room in the budget should we decide to participate in a trade show with the state.
Tracey moved to approve the budget, seconded by Bruce, all in favor 5-0, motion approved.
5. Marketing Agency Update
Dave Quinn presented on the digital campaign performance of the last two months. The campaign is doing well with high impressions and click throughs. New content articles have been developed for the state website.
6. Committee Chair Updates
 - a. Finance - The committee discussed participating in the Mystic Outdoor Art Festival and the Brooklyn Fair this year. Jim discussed getting brochures to events and participating in the larger events. Tracey moved to allocate funds for the festival and fair, seconded by Cathy, 4-0-1, motion approved. Bruce Flax abstained. Jill presented the financial reports.

- b. Marketing - there will be two new brochures created, cultural heritage homes and a booze & beans trail.
- c. Bylaws - need to meet next week to prepare bylaws
- d. Nominating - elections next week, now have a vacancy for the Secretary position
- e. Legislative Advocacy - no report

7. Administrator Report

Currently supporting the RFP processes and the end of year processes. Rachel will be returning to work June 13th and will transition with Courtney. Tony discussed getting more brochures from venues.

8. Connecticut Office of Tourism Update

Rose Bove is retiring at the end of the month, a large amount of transition.

9. Other Business

Jill discussed the state's strategic plan and its lack of focus on outdoor spaces. Tony discussed asking Noelle to join a board meeting to discuss the plan.

10. Adjournment 9:40AM

Eastern Regional Tourism District
Profit & Loss Budget vs. Actual
July 2021 through June 2022

	Jul '21 - Jun 22	Budget	\$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
4100 · Revenues - State	400,000.00	400,000.00	0.00	100.0%
4110 · State of CT - DECD				
Total 4100 · Revenues - State	400,000.00	400,000.00	0.00	100.0%
4200 · Revenues - Private	2.08			
4211 · Interest Income				
Total 4200 · Revenues - Private	2.08	2.08	0.00	100.0%
Total Income	400,002.08	400,000.00	2.08	100.0%
Expense				
5000 · Marketing Expenses				
5100 · Advertising				
5110 · Agency Fees	45,000.00	45,000.00	0.00	100.0%
5115 · Social Media/Digital/Placement	128,350.00	128,350.00	0.00	100.0%
5120 · Regional Mktl.Partnerships	50,000.00	50,000.00	0.00	100.0%
5125 · Cooperative/Marketing COT	20,000.00	20,000.00	0.00	100.0%
5130 · Photography	7,000.00	7,000.00	0.00	100.0%
5100 · Advertising - Other	1,500.00	1,500.00	0.00	100.0%
Total 5100 · Advertising	251,850.00	251,850.00	0.00	100.0%
5200 · Collateral Material	19,670.31	20,000.00	-329.69	98.4%
5225 · Brochure Distribution	22,380.49	22,380.49	0.00	100.0%
5250 · Dues & Subscriptions	2,280.00	2,619.51	-339.51	87.0%
5275 · FAM/Site Visits	0.00	0.00	0.00	0.0%
5300 · Local Meetings & Travel	72.30	100.00	-27.70	72.3%
5350 · Promotional Merchandise	0.00	0.00	0.00	0.0%
5400 · Market Resarch	750.00	750.00	0.00	100.0%
5425 · Special Events	10,000.00	10,000.00	0.00	100.0%
5500 · Misc. Marketing	0.00	0.00	0.00	0.0%
Total 5000 · Marketing Expenses	307,003.10	307,700.00	-696.90	99.8%
6000 · General & Admin. Expenses				
6150 · Insurance	647.00	700.00	-53.00	92.4%
6250 · Professional Fees	79,992.00	80,000.00	-8.00	100.0%
6300 · Audit/Legal Fees	8,073.70	10,000.00	-1,926.30	80.7%
6400 · Supplies & Office Expense	895.71	1,000.00	-104.29	89.6%
6450 · Postage	567.88	600.00	-32.12	94.6%
6500 · Other Expense	400.00	0.00	400.00	100.0%
Total 6000 · General & Admin. Expenses	90,576.29	92,300.00	-1,723.71	98.1%
Total Expense	397,579.39	400,000.00	-2,420.61	99.4%

4:32 PM

07/05/22

Accrual Basis

Eastern Regional Tourism District
Profit & Loss Budget vs. Actual
July 2021 through June 2022

	Jul '21 - Jun 22	Budget	\$ Over Budget	% of Budget
Net Ordinary Income	2,422.69	0.00	2,422.69	100.0%
Net Income	2,422.69	0.00	2,422.69	100.0%

Eastern Regional Tourism District
Balance Sheet
 As of June 16, 2022

	Jun 16, 22
ASSETS	
Current Assets	
Checking/Savings	
1010 - ERTD Chelsea Groton Checking	57,323.77
1020 - Dime Savings Account	7,554.55
Total Checking/Savings	64,878.32
Total Current Assets	64,878.32
TOTAL ASSETS	64,878.32
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	8,964.83
2300 - Unearned Revenues	8,964.83
Total Other Current Liabilities	8,964.83
Total Current Liabilities	8,964.83
Total Liabilities	8,964.83
Equity	
3200 - Unrestricted Net Assets	2,497.45
Net Income	53,416.04
Total Equity	55,913.49
TOTAL LIABILITIES & EQUITY	64,878.32