



Mystic Country

Eastern Regional Tourism District (ERTD)

Finance Committee

MEETING NOTICE

Regular Meeting

Monday, March 28, 2022 - 8:00AM

Meeting Minutes

Attendees: Jill St. Clair, Bruce Flax, Fran Kefalas, Thomas Borner

Guest: Courtney Coates

1. Approval of February 28, 2022 meeting minutes

The minutes could not be located prior to the meeting, they will be provided next month.

2. Approval of P & L and Balance Sheet

Bruce asked about the memos on the Chamber payments, Courtney said she will update to accurately reflect the line items where appropriate. Tom moved to approve the financial statements, seconded by Bruce, all in favor 4-0, motion approved.

3. Proposed 2022-2023 Budget

Jill reviewed the proposed budget for FY23. She focused on shifting funds for items that do not need to be created again, towards the Regional Marketing Partnership Program. Fran expressed concern that there wasn't enough for brochure distribution. The committee agreed to reduce line items 5100, 6400, and 6450 to add funds to 5225 Brochure Distribution. Tom moved to approve the amended budget, seconded by Bruce, all in favor 4-0, motion approved.

4. Brochure and Distribution allocations

Jill reviewed the proposed brochures to be printed and distributed for the upcoming tourism season. The committee discussed the Airline Trail maps and getting a better understanding of what stock is left and what the group can contribute towards printing. The distribution will go out to RFP soon.

5. Visual Asset Discussion

The photography line item will have its name changed to Visual Assets to better reflect photography and videography.

6. New Business

Jill's term as Treasurer will be ending and interested committee members should consider the role. Bruce expressed interest.

Jill recommended that any unspent funds towards the fiscal year end be moved to the digital buy.

7. Adjournment

Bruce moved to adjourn, seconded by Fran, all in favor 4-0, the meeting adjourned at 8:21AM.