



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

Regular Meeting

Thursday, April 7, 2022 - 9:00AM

Zoom:

<https://us02web.zoom.us/j/89348754065?pwd=cDV1M2J5S2ZlZ2hkNWJka3RSbXpTZz09>

Dial in: +1 312 626 6799

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Meeting ID: 893 4875 4065

Passcode: 836268

AGENDA

1. Call to Order
2. Approval of Minutes - March 3, 2022
3. Board Chair Report
4. Treasurer Report
5. Marketing Agency Update
6. Committee Chair Updates
 - a. Finance
 - b. Marketing
 - c. Bylaws
 - d. Nominating
 - e. Legislative Advocacy
7. Administrator Report
8. Connecticut Office of Tourism Update
9. Other Business
10. Adjournment

Account Number	Revenue	Budget FY22	FY23 Budget	Notes
4110	State of Ct DECD	\$ 400,000.00	\$ 400,000.00	
5000 Expenses				
5100	Advertising	\$ 5,000.00	\$ 1,000.00	
5110	Agency Fees	\$ 40,000.00	\$ 48,000.00	\$4000 a month/ scope of work greatly expanded
5115	Social Media/Digital Placement	\$ 110,000.00	\$ 110,000.00	
5120	Regional Marketing Partnerships	\$ 50,000.00	\$ 70,000.00	
5125	Cooperative/Marketing COT	\$ 20,000.00	\$ 20,000.00	5% required by COT
5130	Photography/Visual Assets	\$ 7,000.00	\$ 13,000.00	Add Visual Assets to include video to capture activity
5200	Collateral Material	\$ 20,000.00	\$ 12,000.00	
5225	Brochure Distribution	\$ 22,000.00	\$ 21,000.00	
5250	Dues & Subscriptions	\$ 3,000.00	\$ 3,000.00	Memberships ABA, NTA Chambers
5275	FAM/Site Visits	\$ 1,000.00	\$ 1,000.00	
5300	Local Meetings & Travel	\$ 1,000.00	\$ 1,000.00	
5350	Promotional Merchandise	\$ 5,000.00	\$ 500.00	
5400	Market Research	\$ 4,000.00	\$ 500.00	
5425	Special Events	\$ 10,000.00	\$ 2,000.00	virtual event for industry
5500	Misc. Marketing	\$ 4,000.00	\$ 2,000.00	
	Total Marketing Expenses	\$ 302,000.00	\$ 305,000.00	
6000 General & Admin. Expenses				
6150	Insurance	\$ 1,000.00	\$ 1,000.00	
6250	Professional fees	\$ 80,000.00	\$ 80,000.00	
6300	Audit/Legal Fees	\$ 10,000.00	\$ 10,000.00	
6400	Supplies & Office Expenses	\$ 5,000.00	\$ 2,500.00	
6450	Postage	\$ 1,000.00	\$ 500.00	
6500	Other Expenses	\$ 1,000.00	\$ 1,000.00	
	Total General & Admin. Expenses	\$ 98,000.00	\$ 95,000.00	
	Total Expenses	\$ 400,000.00	\$ 400,000.00	