



Mystic Country

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

Regular Meeting

Thursday, July 7, 2022 - 9:00AM

Zoom:

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

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Meeting ID: 893 4875 4065

Passcode: 836268

AGENDA

1. Call to Order
2. Approval of Minutes - June 2, 2022
3. Board Chair Report
4. Treasurer Report
 - a. P&L
 - b. Balance Sheet
5. Quinn & Hary - ERTD Marketing Campaign Updates
6. Marketing Agency Recommendation by Marketing Committee
7. Committee Chair Updates
 - a. Finance
 - b. Marketing
 - c. Bylaws
 - d. Nominating
 - e. Legislative Advocacy
8. Administrator Report
9. Connecticut Office of Tourism Update
10. Other Business
11. Adjournment

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

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

4:32 PM
07/05/22
Accrual Basis

	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				
4211 · Interest Income	2.08			
Total 4200 · Revenues - Private	2.08			
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 Mkt. 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 Research	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	90,578.29	92,300.00	-1,723.71	98.1%
Total Expense	397,579.39	400,000.00	-2,420.61	99.4%

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	<u>2,422.69</u>	<u>0.00</u>	<u>2,422.69</u>	<u>100.0%</u>