

## **Central Regional Tourism District Marketing & Public Relations Committee Meeting**

Monday, February 8, 2021

Zoom

### **Present:**

Avneet Benipal, Bob Bell, Samantha Belliso, Johanna Bond, Jennifer Cassidy, Tom Danyliw, Don DeVivo, Brenda Falusi, Sierra Lopez, Irene Makiaris, Barbara Malmberg, Paul Mayer, Annemarie Sliby, and Meri Wick.

### **Call to Order:**

Meeting was conveyed at 3:00 p.m. by Paul Mayer.

Introductions of Marketing and Public Relations Committee members were made.

### **Marketing Report & Activity Update:**

Paul Mayer began the Marketing and activity report by stating that CRTD is the only district with real marketing efforts and informed the committee that other districts are still organizing their committees and money. Paul explained that he is proud of what the CRTD has accomplished, and went through all of the brochures CRTD has made that CTM has been distributing and stated that the top 2 brochures are the Brewery Trail Brochure and Taco Trail Brochure.

He then updated everyone on the CRTD marketing activity, stating that all of the brochures are being updated and they are also working on releasing the following brochures: Outdoor Adventure Brochure, Garden Tour Brochure, Halloween Happenings Brochure, and History & Art Brochure. He then mention that the Legislative Kits are almost ready to be released as well.

### **New Business:**

The floor was then open for questions and answers.

### **Next CRTD Marketing Meeting:**

Monday, March 8, 2021

Location: Zoom

Time: 3 – 4 p.m.

Marketing Chairman, Paul Mayer adjourned the meeting at 3:50 p.m.