

Central Regional Tourism District Marketing & Public Relations Committee Meeting

Monday, November 9, 2020

Zoom

Present:

Gerry Amodio, Bob Bell, Samantha Belliso, Johanna Bond, Rose Bove, Jennifer Cassidy, Tom Danyliw, Don DeVivo, Randy Fivedash, Jean Herbert, Felicia Lindau, Sierra Lopez, Irene Makiaris, Barbara Malmberg, Paul Mayer, Robyn Rifkin and Chelsea Yochimowitz.

Call to Order:

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

Introductions of Marketing and Public Relations Committee members were made along with Connecticut Office of Tourism.

Connecticut Office of Tourism – CTvisit.com update:

Randy Fivedash, Felicia Lindau, Rose Bove and Jean Herbert gave updates on CTvisit.com to the CRTD Marketing and Public Relations Committee. Felicia Lindau went step by step on how to use the website and the new changes the Connecticut Office of Tourism has made.

Digital Media Campaign Report – Makiaris Media Services:

Irene Makiaris, Samantha Belliso and Chelsea Yochimowitz presented a power-point of the success the CRTD has made throughout Central Connecticut through their Digital Media Campaign Report. Topics such as CRTD campaign results, economic impact, audience insight, and recommendations were discussed.

Marketing Report:

Paul Mayer and Johanna Bond then went over CRTD current campaigns to help highlight what the region has to offer and to help CT's tourism industries during the pandemic. The following marketing campaigns were discussed:

- Winter Itineraries that will include day trips, overnight stays, and weekend getaways.
- Day trips that highlight Christmas Tree Farms within Central CT.
- Distributing Experience Everything New England Bookmarks that help promote CTvisit.com to Central Connecticut libraries.
- Continuing with "See it Now, Experience it Later" campaign that helps the public see Connecticut's tourism industries virtual so they can experience them when they feel more comfortable to do so.
- Promoting what Tourism Businesses are doing through social media, whether it's Micro-Weddings, a certain deal, or simply how they are running their business differently to keep everyone safe during COVID-19.
- "Every Town Has a Story" campaign that will be marketed through a podcast.

New Business:

The floor was then open for questions and answers.

Next CRTD Marketing Meeting:

Monday, December 14, 2020

Location: Zoom

Time: 3 – 4 p.m.

Marketing Chairman, Paul Mayer adjourned the meeting at 4:10 p.m.