



Mystic Country

ERTD Marketing Committee  
Minutes  
January 29, 2021 9:00AM  
Zoom

Attendees: Jill St. Clair, Fran Kefalas, Tyra Penn Gesek, Bruce MacDonald. Delpha Very.

Guests: Dave Quinn, Courtney Assad, Pete Hary, Jillian Lozier, Rosemary Bove, Haley Nash-Thompson, David Jensen, Bruce Flax.

Meeting called to order at 9:01AM.

Dave Quinn provided an overview of the last meeting and their intent with the digital campaign.

1. Detailed Marketing Proposal for Paid Digital Campaign

Dave Jensen presented on the marketing strategy for 2021 and the travel outlook.

Tyra moved to approve Quinn + Hary to move forward with the plan giving them flexibility to adapt as needed for specific allocation and audience as the campaign adapts, seconded by Delpha. Budget allocation can be adjusted as needed by the committee at monthly meetings. The Quinn + Hary team reviewed measurement of analytics. The vote was taken, all in favor, motion approved unanimously.

Bruce moved to adjourn, seconded by Tyra, all in favor, the meeting adjourned at 10:03AM.