



Mystic Country

ERTD Marketing Committee
Minutes
March 19, 2021 9:00AM
Zoom

Attendees: Chris Regan, Jill St. Clair, Fran Kefalas, Tyra Penn Gesek, Gina Kunst, Wendy Russell, Delpha Very, Stephen Gencarella.

Guests: Dave Quinn, Courtney Assad, Jillian Lozier, Rosemary Bove, David Jensen, Bruce Flax, Tony Sheridan.

Meeting called to order at 9:01AM.

1. Discussion on Lack of Approval for Digital Marketing Campaign

The committee discussed their frustration with the approval process from the state taking a month and that the Marketing Committee Chair and Media Agency were not invited to the initial meeting. Rose stated they have issued a conditional approval to move forward but are still looking for additional information. They have received numerous questions from the legislature on spending and need the specifics to justify the spend. Chris requested the District's analytics from the state website. Dave Quinn discussed that they feel they have been transparent with their fee structure and will continue to answer the questions the state has asked. Dave Jensen presented a slide deck providing a response to the latest set of questions from the state. The committee discussed strengthening the communications between the District and the state to create a clearer process in the future.

2. Discussion on Tour applications

Jill expressed that she feels it's not in the market strongly enough at this current time. Dave Jensen stated that they don't have the audience and the investment would be better in Facebook or YouTube. The committee discussed alternatives that are more accessible for small venues.

3. Other Business

Chris asked for an update on the Regional Marketing Partnership Program applicants. Fran stated they did use some funds in the winter for some programs, but plan to use the bulk in the Spring. The approval process from the state has been simple and quick so far. The campaign is making a difference in their efforts. Tyra stated CT RC&D issued an RFP for their project and selected Quinn + Hary and will be moving their project forward. Jill provided an update on the Passport to Norwich program in which they are creating a game with corporate sponsors and will have something to present soon. The Florence



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Griswold Museum and Lyme Art Association are also moving forward with their project. The Windham Chamber is recruiting Eastern students for their video project. The Mystic Chamber plans to ramp up their program in April. ThinkMystic is moving forward with influencer stories and a webcam campaign.

Tyra stated they are beginning a micro retail village in Thompson and are looking for vendors. Fran offered anyone to promote outdoor events in their guide.

4. Adjournment 9:52AM