



Mystic Country

ERTD Marketing Committee

Minutes

April 9, 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. Digital Marketing Campaign Status

Quinn & Hary presented a deck on the status of the digital campaign which launched March 27th. [DECK](#)

2. Regional Marketing Partnership Program FY21 Guidelines

The guidelines for the FY21 cycle must be completed with a match ratio and cap decided. Chris stated that the finance committee will need to meet to decide the amount of funds to be disbursed in this cycle from remaining funds.

3. Other Business

Jill moved to approve an ad for the inside front cover of the CT Coast & Country Magazine for \$3,750, seconded by Stephen, all in favor, motion approved.

4. Adjournment 10:02AM