



Mystic Country

ERTD Marketing Committee
Minutes
May 21, 2021 9:00AM
Zoom

Attendees: Jill St. Clair, Fran Kefalas, Tyra Penn Gesek, Bruce MacDonald, Stephen Gencarella.

Guests: Courtney Assad, Rosemary Bove, David Jensen, Bruce Flax, Tony Sheridan, Dave Jensen, Sinead Roche.

Meeting called to order at 9:01AM.

1. Digital Marketing Campaign Status Quinn & Hary

Dave Jensen presented on the campaign analytics to date on social and Google. So far the campaign is performing well even though it is early on. Dave reviewed the articles that have been published on CTvisit.com to date.

2. FY21 Funds - Digital Campaign Proposal Quinn & Hary

Dave Quinn presented on the proposed digital campaign spend for the FY21 funds to be run July-December 2021. The breakdown of channels and targeting was presented as well.

3. Video & Photography RFP

Dave Jensen reviewed a draft RFP for the project. Quinn + Hary will work with the Administrative Partner to distribute with a due date of June 15, 2021.

4. Other Business

5. Adjournment 10:08AM