



Mystic Country

ERTD Marketing Committee  
Minutes  
June 4, 2021 9:00AM  
Zoom

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

Guests: Courtney Assad, Rosemary Bove, Bruce Flax, Tony Sheridan, Dave Quinn.

Meeting called to order at 9:01AM.

1. Regional Marketing Partnership Program Application Review

The committee reviewed the guidelines and clarified the project completion deadline of September 30, 2021. The grant monies will be awarded prior to the close of the fiscal year.

a. The Last Green Valley - Walktober

Fran presented their proposal. The program has 200+ events with 130 partner organizations across the region. Based on the success of the Spring Outdoors program, they are planning to put all of the grant funding towards digital ads and social media. They will be matching the funds with their own budget that goes towards creating and printing the program materials.

b. Mystic Chamber

Bruce Flax presented their proposal which is a social media campaign that gives a local focus of the state's summer campaign, "Say yes". They are targeting certain NY, NJ, MA areas. There will also be themes running through the posts.

c. City of New London

Dave Quinn spoke about the success of the current campaign from the fall round of funding. With another grant source they developed a tourism focused website which they have been promoting. This round of funds will help to support their "Eat in the Street" event program through digital marketing.



## Mystic Country

### d. Think Mystic

Dave Quinn also presented the application for Think Mystic. They have built out a website with their core partners, Olde Mistick Village, Mystic Seaport Museum, and Mystic Aquarium. They have begun a digital campaign from the fall grant cycle and are proposing to continue this campaign into the summer. For this year, they have had much higher engagement from the partner organizations coming out of COVID. They are using different methods from the Mystic Chamber proposal which allows them to not compete for the same channel.

Fran recused herself and left the meeting.

### **The Last Green Valley - Walktober**

The committee discussed the positive work that TLGV has done to date. Tyra moved to approve the application, seconded by Stephen, all in favor 5-0, motion approved.

Fran rejoined the meeting.

Chris recused himself and left the meeting. Dave Quinn also left.

### **Think Mystic**

Jill discussed that she was happy to hear that the two Mystic proposals will not compete and though she wants to see more participation across the region, these are two strong proposals. Fran moved to approve the application, seconded by Tyra, all in favor 5-0, motion approved.

Bruce Flax left the meeting.

### **Mystic Chamber**

Tyra moved to approve the application, seconded by Stephen, all in favor 5-0, motion approved.

Chris and Bruce rejoined the meeting.

### **City of New London**



## Mystic Country

Jill discussed her excitement with the program to date and that she is happy to see the City doing well. Jill moved to approve the application, seconded by Tyra, all in favor 5-0, motion approved.

Dave Quinn rejoined the meeting.

Quinn and Hary will assist with preparing a press release on the extended deadline.

Tyra asked the committee to consider in-kind matches in future rounds of funding. The committee discussed the pros and cons. Fran offered assistance in how to implement something like this and make it verifiable.

Jill moved to adjourn, seconded by Tyra, all in favor 6-0, the meeting adjourned at 9:55AM.