



Mystic Country

ERTD Marketing Committee
Minutes
June 25, 2021 9:00AM
Zoom

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

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

Meeting called to order at 9:00AM.

1. Regional Marketing Partnership Program Application Review

a. Windham Arts

Sarah Oberg presented the application from Windham Arts.

Bruce moved to deny the application, seconded by Delpha, all in favor, motion approved.

1. Photo/Video RFP Discussion

Quinn and Hary interviewed the five candidates from the RFP process. Their agency recommends the hire of Orsini and ReelE for the project. Tyra moved to allocate the remaining \$5,000 from the RMPP to the Photo/Video Project and hire Orsini and ReelE for \$38k to be split among the two for final approval by the Executive Committee, seconded by Delpha, all in favor, motion approved.

Brochures

Tyra moved to approve the brochure design, seconded by Stephen, all in favor, motion approved.

Adjournment 10:20AM.