



Mystic Country

ERTD Marketing Committee
Minutes
August 28, 2020 9:00AM
Zoom

Attendees: Chris Regan, Tyra Penn-Gesek, Jill St. Clair, Gina Kunst, Delpha Very, Bruce MacDonald, Wendy Russell, Stephen Gencarella, Peggy Roberts, Dave Quinn, Tony Sheridan, Courtney Assad, and Randy Fiveash.

1. Regional Marketing Partnership Program Applications Review

Fran presented the application from The Last Green Valley. Their campaign focuses on their walking trails for their Walktober and Spring Outdoors events that bring in a large number of visitors through a "Wide Open" campaign. The campaign will be print and digital advertising. Chris asked about whether they anticipate daytrippers or overnight stays. Fran stated traditionally they have seen both, but it is hard to tell what will happen this year. They do not have a large inventory of places to stay but plan to drive traffic to the state website which may drive length of stay. Delpha asked about the economic development and tourism aspect of the campaign. Fran discussed their Taste of the Valley event and changes to Walktober marketing. All of their partners have agreed to specials for participants. Fran discussed the program being an experience to visit a multitude of places rather than a single venue. Randy asked for clarification on whether there is any state money being put up, Fran stated there is not. Randy confirmed that the cash match is coming from their budget and partners and asked Fran to elaborate. Fran stated that the money is all coming from The Last Green Valley's budget for the program. This grant will allow them to expand the reach of the campaign outside the local area. Jill spoke about the market in the Northeast changing to more overnight stays.

Fran recused herself and left the meeting.

Bruce spoke about his support of the application. Tyra stated she scored the application around a 90% with the scoresheet and feels it meets all the needs of the checklist. Delpha spoke about their work in bringing in tourism to all they do. Bruce moved to approve the application, seconded by Tyra, all in favor, motion approved.

Bruce recommended putting out a press release on the grants awarded.

Chris presented the modified application for the Think Mystic campaign and spoke about the changes that have been made. They clarified the cash match, partners, reporting and ctvisit.com reference.

Chris recused himself from the vote and left the meeting. Dave Quinn and Peggy Roberts also left the meeting.

Jill stated her support of the application with the modifications. Bruce moved to approve the application, seconded by Tyra, all in favor, motion approved.

Chris Regan, Peggy Roberts, and Dave Quinn rejoined the meeting.

2. FY21 Marketing Plan Draft Review

Dave Quinn presented the marketing plan draft for the next fiscal year. The plan focuses on digital and being flexible to adapt to the pandemic and changes that may happen as it progresses. Jill asked about the trail brochures and content. We have located the pdf files and will work to update the content for campaigns. Bruce recommending adding brochure content to a future agenda to discuss further.

Bruce moved to approve the marketing plan, seconded by Tyra, all in favor, motion approved.

3. TravelStorys

Tony discussed that the app developer was connected to him through Catherine Smith and gave an overview of the technology. The app is gps based and provides audio tours to the visitor, walking or driving. It is a low cost investment and could be a good solution for eastern CT. The committee agreed that they would like to hear from them and learn more.

Tyra moved to adjourn, seconded by Bruce, all in favor, the meeting adjourned at 10:03AM.