



Mystic Country

ERTD Marketing Committee
Minutes
September 18, 2020 9:00AM
Zoom

Attendees: Jill St. Clair, Gina Kunst, Stephen Gencarella, Fran Kefalas, Tyra Penn Gesek, Peggy Roberts, Dave Quinn, Dave Jensen, Pete Hary, Tony Sheridan, Courtney Assad, and Bruce Flax.

Jill St. Clair Fritzsche chaired the meeting.

Meeting called to order at 9:03AM.

1. Recommendations for changes to Mystic Country section of State Website

Dave Jensen presented the proposed content changes for the landing page of the CTVisit.com/mysticcountry landing page. Dave discussed adding copy to strengthen the ad campaign. They are proposing an updated page with a focus on content and leading people to experiences rather than locations.

Jill, Gina and Steve gave feedback that they are happy with the look and feel of the page and focus on outdoor activities. Steve asked about the blog content and how it would be created. The blogs will be created by them and worked into the social media plan. Tyra agreed that the narrative focus is what they are looking for and happy to see.

Randy expressed concern that some technical aspects may or may not be possible and encouraged Quinn + Hary to work with their team in advance of bringing to the committee. Dave responded that they feel they have a good understanding of the template structure and want to make sure the District has been presented with the overall concept prior to the details being worked out with the structure. Jill and Steve reiterated their support of the overall look and feel of what was presented and feel it well represents the District.

2. Social Media Plan and Calendar

Dave presented the overall social media plan to include: four posts per week, mix of original and curated content, content is cycled through campaign concepts (experiences), content cycled by region. Venues can also submit content to be used by the region. They will be creating content and tracking in a calendar. They will then boost posts and content to targeted audiences.

Gina expressed her support for the ability for venues to submit content. Steve stated he is in favor of the cultural heritage experiences being expressed and added that they may want to revisit language around the Quiet Corner.

3. Photography Proposal

Dave Quinn discussed the video project that is underway. They have gone through the current assets and are still in need of additional photography that is updated. They are proposing using the FY20 budget of \$5,000 towards four photographers from varying parts of the region to capture new imagery.

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

Dave Jensen stated they will prepare a social media calendar that will be shared and likely start by September 30th. They will be working with the COT and Adams and Knight to work through the CTVisit changes as well.

4. Adjournment

Gina moved to adjourn, seconded by Tyra, all in favor, the meeting adjourned at 9:39AM