



Mystic Country

ERTD Marketing Committee
Minutes
October 16, 2020 9:00AM
Zoom

Attendees: Chris Regan, Jill St. Clair, Delpha Very, Tyra Penn Gesek, Stephen Gencarella, Gina Kunst, Wendy Russell, Bruce MacDonald.

Guests: Peggy Roberts, Dave Quinn, Tony Sheridan, Courtney Assad, Rosemary Bove, Tammi Flynn, Diane Nadeau, YukShan Li

Meeting called to order at 9:02AM.

1. Regional Marketing Partnership Program Applications

a. Where Art Lives - Florence Griswold Museum and Lyme Art Association

Tammi Flynn presented their partnership application. They are partnering to market to daytrippers and will focus on nature and the arts. The Lyme Art Association will celebrate their 100th anniversary next year and will collaborate on this campaign. The focus of this campaign will be the arts venues in the area, but will also expand on how the area is a great place to visit. The two organizations have different constituents and core supporters and hope to play off each other's strengths. Tammi reviewed the media outlets they plan to place advertisements in and their direct mail campaign proposal. Chris asked about partnership with the Town of Old Lyme. Tammi stated they have not specifically but they have supported them traditionally. They typically have 80,000 visitors annually. Jill asked that it be clear in the marketing plan that the District logo will be used.

b. Windham Chamber

Diane Nadeau presented their partnership application. Diane stated they have been working in tourism for the region for a long time and have had a lot of success creating itineraries for visitors to focus on the smaller venues that they have in their area. They have traditionally been print and are looking to make them digital experiences to reach visitors better in this environment. Their focus is on weekend staycations. They plan to make four themed videos to give an overview of what to do, what to eat, where to stay, etc. They will try to include as many venues as possible in this effort. Bruce asked about the Thread Mill Museum and whether they will participate. Diane explained that they will as well as several arts and entertainment venues around the region. Bruce asked if they had enough small historical assets and were able to incorporate. Diane stated they have about a dozen, but many are by appointment only, so they

will include some but likely not all and will focus on those that are regularly open for this project. Delpha asked about partnership with The Last Green Valley and municipal partnerships. The Last Green Valley has provided funding for the equipment to create and edit the videos. They have also provided input on identifying venues. The municipalities have been supportive, but unable to provide funding for this effort.

c. Windham Economic Development

Yukshan Li, grants manager for the Town of Windham presented the application. The Town of Windham, and Windham Economic Development is undertaking a five year strategic marketing plan for the town. They recently released a series of videos with their new logo and tagline. They are also releasing a new website with quick links to economic development entities relevant to the area. They are hoping to further their campaign with grant dollars to do a digital marketing campaign and hire a public relations coordinator to execute it. They would also use funds for signage around town and relaunching their videos in the spring. Jill stated she is glad they are incorporating the university into their plans.

Jill moved to approve the Where Art Lives application as amended, seconded by Tyra, all in favor, motion approved.

Bruce asked about overlap between the two Windham applications. Jill stated that the Windham Chamber includes many of the outlying towns in the area whereas Windham Economic Development just focuses on Windham/Willimantic. Delphas raised concern about the Chamber's outreach to other towns beyond their immediate area. Tyra stated she would like to see an example of the proposed itineraries to see that they reach multiple towns. Bruce recommended asking for clarifications and updates to their proposal.

Tyra moved to table the Windham Chamber application for additional information, seconded by Bruce, all in favor, motion approved.

Bruce moved to approve the Windham Economic Development application, seconded by Delpha, all in favor, motion approved.

The committee discussed funding for the program and alternatives to either reallocate funds or address in the next cycle. Chris discussed that funding next year will be difficult to obtain based on the state budget situation. Jill recommended inviting Cathy Osten to the next meeting. Tony asked that they consider waiting until after the election. Jill stated that Cathy asked to be invited so she can be involved. Tony recommended inviting all of the elected officials after the election to introduce the District to them collectively rather than one at a time and get the commitment early. Bruce recommended having this discussed by the executive committee.



Adjournment 9:56AM

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