



Mystic Country

ERTD Marketing Committee  
Minutes  
October 23, 2020 9:00AM  
Zoom

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

Guests: Peggy Roberts, Dave Quinn, Tony Sheridan, Courtney Assad.

Meeting called to order at 9:02AM.

1. Regional Marketing Partnership Program

The committee discussed the clarifications for the program from COT and expressed concern with Item 7 in the letter and the requirement to have COT review all creative executions. They are worried about delays in approval and being able to adapt as the campaign continues. Tyra discussed that the creative should be templates that are approved that language can be altered but would follow the model. Dave Quinn discussed Item 6 being enough to satisfy the guidelines and requirements and have the District be responsible for creative execution. The committee discussed alternate language for Item 6 "Grant recipients shall share descriptions of their proposed marketing strategy, paid media plan and creative approaches with the Connecticut Office of Tourism and the ERTD for their review and approval before they are finalized. Creative executions shall not be implemented prior to approval of the described plan, and shall remain substantively consistent with the approved standards." and remove Item 7.

Bruce moved to recommend the language changes to the letter to COT, seconded by Stephen, all in favor, motion approved.

2. Quinn + Hary Update

- a. Website - The infrastructure for the changes to the website are being projected to take several weeks. Dave is hoping to have the state use the Eastern District's content to model the site for the other regions. These changes will make the digital campaign more powerful by being able to get to the content concepts quicker. Dave discussed an issue with the state website that makes the alias page for Mystic Country [www.CTvisit.com/mystic](http://www.CTvisit.com/mystic) rather than [www.CTvisit.com/MysticCountry](http://www.CTvisit.com/MysticCountry) which is currently directing to the home page. The committee discussed needing to ask the state to make the change to align with the brand of the District. Dave stated this should be a reasonable fix that the state can make. Rose stated that she will bring this to their team.

- b. Video - Dave presented the draft video for general branding for the region. Tyra discussed brands that can be identified being an issue for her. Gina stated she was in favor of the overall feel of the video. Bruce had asked about festival footage and the water taxi. Dave stated that they specifically tried to make this piece COVID appropriate and did not include these items for this time frame. This video can be updated to reflect the times as we get past this or into warmer weather. Bruce discussed outdoor dining examples. Peggy asked about why the places were more identified. Dave explained this is a top level video and there is more on the website for them to explore once they are hooked. The committee further discussed specific brands and not using a single brand in the general branding video. Rose discussed not shying away from identifying the locations in the video as that is consistent with the state efforts. The committee further discussed edits to the videos.
- c. Social - Dave provided an update on their organic social media efforts.
- d. Digital Campaign - Dave asked the committee whether they should move forward with their campaign until the region page is updated or whether they should move forward prior. Bruce expressed that time is of the essence to move forward.
- e. Photography - Dave asked for recommendations for photographers across the region that they have developed a shot list for.

Adjournment 10:23AM