

ERTD Marketing Committee

Meeting Minutes

December 17, 2021

Attendees: Bruce MacDonald, Stephen Gencarella, Jill St. Clair, Rachel Lenda, Tony Sheridan, Fran Kefalas, Tyra Penn, David Quinn, Delpha Very

1. Approval of prior meeting minutes: Bruce MacDonald made a motion and Stephen Gencarella made a second motion. No oppositions, no abstentions. The motion was passed.

2. Regional Marketing Partnership Program.

- a) Rachel Lenda asked for the committee to make a motion to approve the partnership program grant contract and the eligibility contract. There was pushback regarding what email address should be used for any correspondences and it should be from visiteasternct@gmail.com not rlenda@chamberect.com. There was further discussion about the complications and issues using various emails and the work involved. Mr. Gencarella suggested waiting until the next board meeting to finalize it.
- b) Rachel shared a landing page that the Chamber put together as the official application link for the regional marketing partnership program. Ultimately, the marketing committee decided that the landing page made ERTD look like a subsidy of the Chamber of Commerce of Eastern CT. No motion was made to accept the online application. Fran Kefalas spoke regarding COT hosting an application on the CTVisit.com website.
- c) A discussion took place to understand when the RMPP funds have to be spent – as in the money has been depleted and spent. The project can continue, but all funds must be expended by the end of the fiscal year.
- d) Delpha Very suggested that the future of grant applications should have a budget application with it. Rachel inquired if Delpha had an example of something like this – it will be looked into. Tyra offered to send Rachel budget close outs.
- e) The eligibility contract and the grant contracts were not approved at this meeting. But recommendations were made regarding the contract and for it to move to the next Executive Committee meeting. Tyra made the first motion, and Stephen made the second motion. All were in favor of this plan, no oppositions, no abstention.

3. Groton New London Airport

- a) Tony reported that the Connecticut Airport Authority will pay for a TV and installation. ERTD is required to supply the content for the marketing reel. The Chamber offered the community concierge video during the interim.
- b) Still photographs around the TV is necessary, too, to fill the space.
- c) It was asked how to keep the content current and relevant and it was suggested that it is a labor commitment by a designated person.
- d) All points of entry were discussed i.e. colleges, ferries, trains.

4. Quinn & Hary Marketing Update

ERTD Marketing Committee

Meeting Minutes

December 17, 2021

- a) Dave offered an analytic breakdown of impressions on Facebook, Instagram and social media and programmatic marketing results. He also discussed the paid social advertising having great results for impressions.
- b) Winter themed videos and photos requested from area partners, “please share content always”. Sinead emailing Rachel the deck to share with the marketing committee.
- c) Revised artwork and messaging for the RMPP.
- d) Dave also shared suggestions of sub-brands as an overlay to the Mystic Country brand. This was the last page of the deck; it is meant for discussion and idea creation.

5. Motion to Adjourn: Bruce first, Tyra made a second motion. Approved. Meeting adjourned.