

Central Regional Tourism District Marketing & Public Relations Committee Meeting

Monday, March 8, 2020

Zoom

Present:

Bob Bell, Samantha Belliso, Johanna Bond, Jennifer Cassidy, Tom Danyliw, Don DeVivo, Brenda Falusi, Sierra Lopez, Irene Makiaris, Barbara Malmberg, Paul Mayer, Robyn Rifkin and Chelsea Yochimowitz.

Call to Order:

Meeting was conveyed at 3:00 p.m. by Paul Mayer.

Introductions of Marketing and Public Relations Committee members were made.

Marketing Report & Activity Update:

Paul Mayer began the Marketing and activity report by stating that the brochures are flying off the shelves. He then told the board that the top two brochures that are flying off the shelves are the Brewery Trail Brochure and the Taco Trail Brochure. Paul then mentioned that he would like to release the following brochures: Outdoor Adventure Brochure, Garden Tour Brochure, Halloween Scare Adventures Brochure, and Cultural Heritage Brochure. He then mentioned that the CRTD is also working on a podcast called "Everytown Has a Story" that will also be turned into a video magazine to be shared through social media and the state's website.

New Business:

The floor was then open for questions and answers.

Next CRTD Marketing Meeting:

Monday, April 12, 2021

Location: Zoom

Time: 3 – 4 p.m.

Marketing Chairman, Paul Mayer adjourned the meeting at 3:35 p.m.