

## Central Regional Tourism District Marketing Committee Meeting

September 14, 2020

Zoom

**Present:** Gerry Amodio, Bob Bell, Johanna Bond, Jennifer Cassidy, Tom Danyliw, Sierra Lopez, Irene Makiaris, Barbara Malmberg, Paul Mayer, and Meri Wick.

Meeting was conveyed at 4:01 p.m. by Paul Mayer.

Introductions of Marketing Committee members were made.

### **Key Points:**

- Bookmarks have arrived and are available for distributions to all Library's in Central Connecticut.
- Fall Itineraries will be created for Central Connecticut to help residents and visitors explore New England's finest Fall places to visit and stay for a weekend getaway, overnight stay, or day trip.
- Shoptacular Shopping Brochure will be created to expose the best stores in Central Connecticut. The following types of stores will be listed: Antique, Boutique, Home Décor, Thrift, Men, and Specialty stores.
- The CRTD is also currently gathering a listing of places that are doing Micro-Weddings to help advertise places in Central Connecticut that are doing weddings during COVID-19.
- A Cultural Heritage Experience brochure will be created to show visitors and residents fun attractions to experience History and Art.
- The Smokin' BBQ Trail brochure and the Beertopia Brewery brochure has been updated.

### **Next CRTD Marketing Meeting:**

Monday, October 12, 2020

Location: Zoom

Time: 4 – 5 p.m.

Marketing Chairman, Paul Mayer adjourned the meeting at 4:40 p.m.