Eastern Regional Tourism District Marketing Committee

Regular Meeting

July 17, 2026 at 9:00am

Zoom
https://us02web.zoom.us/j/82665929987?pwd=cituR1hhaFJJemtLWHFBVzBJTHNJZz09

Meeting ID: 826 6592 9987
Password: 614837

Meeting Minutes

Attendees: Fran Kefalas, Bruce Flax, Jill St. Clair, Tyra Penn-Gesek, Gail MacDonald
Guests: Andrea Manning, Jillian Lozier, Dave Jensen

1. Call to Order
    a. Fran Kefalas called the meeting to order at 9:02am
2. Meeting Minutes Approval
    a. 5/15/25
    b. 6/8/26
        i. Bruce Flax made a motion to approve the 5/15 meeting minutes and the 6/8 meeting minutes. Kathleen Paterson Seconded. One abstention, all else in favor, the motion passed.
3. Quinn & Hary Update
    a. Quinn & Hary reported that overall marketing performance remained positive and that updated performance metrics would be distributed following the meeting. Summer content production is underway

throughout the region, including vineyards, River Taxi tours, Killingly destinations, and other seasonal experiences.

b. The committee discussed potential use of YouTube and other platforms, agreeing that future investment should be guided by audience data and broader marketing objectives rather than a specific platform. Quinn & Hary will prepare an easily digestible analysis of audience demographics, platform performance, and year-over-year trends to inform the September strategic planning process.

c. Discussion focused on extending visitor stays, reaching untapped audiences, encouraging travel among the district's three sub-regions, and identifying complementary experiences that could be marketed together. Members also suggested additional content opportunities around emerging food and beverage trends and seasonal experiences.

4. Other Business

   a. The committee continued discussion of the planned strategic planning session at the September 10 Board meeting. Members discussed potentially surveying Board members in advance, following review of the Quinn & Hary data, to help identify priorities and opportunities for discussion. A save-the-date will be distributed to encourage participation.

   b. Members discussed ERTD's participation in regional outreach events, including Third Thursday in Willimantic, the upcoming Mystic Outdoor Art Festival, and future participation in the Woodstock Fair, as opportunities to distribute visitor information and engage directly with travelers.

5. Adjournment

   a. Kathleen Paterson made a motion to adjourn, seconded by Jill St. Clair. All in favor, the meeting adjourned at 9:41am.