



Eastern Regional Tourism District Marketing Committee

Regular Meeting

August 21, 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

Guests: Andrea Manning, David Jensen, Jillian Lozier

1. Call to Order
 - a. Fran Kefalas called the meeting to order at 9:03am.
2. Meeting Minutes Approval 7/17/26
 - a. Bruce Flax made a motion to approve the 7/17 meeting minutes, seconded by Tyra Penn-Gesek. All in favor the motion passed.
3. Strategic Plan
 - a. David Jensen presented an analysis of paid digital advertising, organic social media, and visitor data to help inform the District's upcoming strategic marketing discussions.
 - b. The Committee reviewed key findings related to audience demographics, visitor behavior, geographic markets, platform performance, and travel patterns across the District.

- c. Discussion focused on opportunities to refine target audiences and markets, strengthen itinerary and event-driven content, and explore new platforms and targeted marketing approaches.
- d. The Committee discussed balancing proven marketing strategies with opportunities to test new approaches within the available budget. Findings and recommendations will continue to inform the District's strategic planning process.

4. Quinn & Hary Update

- a. Quinn & Hary reported that current marketing activities continue to move forward, with no significant issues requiring additional Committee action. The agency's broader update was incorporated into the strategic planning discussion.

5. Application for Funding - Performance Plan Goals

- a. Andrea Manning reviewed the new Performance Plan requirement for the District's FY2027 DECD funding application, which requires at least one measurable goal for the grant period.
- b. The Committee discussed aligning the goal with the District's existing strategic marketing plan and identified social media engagement as an appropriate performance measure.
- c. Quinn & Hary will review recent performance data and provide a recommended metric for inclusion in the application.

6. Other Business

- a. The Committee discussed upcoming seasonal content opportunities, including the tree swallow migration in Old Lyme and fall programming throughout the region.
- b. Members also discussed opportunities to build upon existing *Oddities and Curiosities* content and coordinate with broader seasonal tourism initiatives.

7. Adjournment

- a. Jill St. Clair made a motion to adjourn, seconded by Tyra Penn-Gersek. All in favor the meeting adjourned at 10:01am.