



Eastern Regional Tourism District Marketing Committee

Regular Meeting

September 18, 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, Gail MacDonald, Gina Kunst, Wendy Russell, Kathleen Paterson, Tyra Penn-Gesek

Guests: Andrea Manning, Jillian Lozier

1. Call to Order
 - a. The meeting came to order at 9:01am
2. Meeting Minutes Approval 8/21/26
 - a. Gina Kunst made a motion to approve the 8/21 Meeting Minutes, seconded by Tyra Penn-Gesek. All in favor, the motion passed.
3. Quinn & Hary Update
 - a. Jillian Lozier of Quinn & Hary provided an update on September marketing performance, noting continued growth in social media engagement, content views, and paid campaign impressions.
 - b. The Committee reviewed the proposed fall advertising creative and discussed opportunities to broaden the representation of seasonal attractions and experiences throughout the region.

- i. Committee feedback included incorporating additional fall activities, strengthening foliage imagery, and refining selected visuals. Quinn & Hary will distribute revised creative for Committee review and approval by email.
 - c. Upcoming organic content development will focus on fall festivals, foliage, outdoor recreation, and other seasonal attractions throughout Eastern Connecticut.
- 4. Other Business
 - a. No other business.
- 5. Adjournment
 - a. Tyra Penn-Gesek made a motion to adjourn, seconded by Kathleen Paterson. All in favor, the meeting adjourned at 9:28am.