



Mystic Country

ERTD Marketing Committee
Minutes
January 15, 2021 9:00AM
Zoom

Attendees: Chris Regan, Fran Kefalas, Tyra Penn Gesek, Stephen Gencarella, Wendy Russell.

Guests: Dave Quinn, Tony Sheridan, Courtney Assad, Pete Hary, Jillian Lozier, Rosemary Bove, Haley Nash-Thompson, David Jensen, Ralph Belfiglio, Bruce Flax.

Meeting called to order at 9:01AM.

Dave Quinn provided an introduction on their efforts.

1. Status update
 - a. Web - Pete Hary reviewed the new content articles Quinn and Hary has worked on with some that have been published and others that are in the pipeline.
 - b. Social Media - Jillian Lozier shared the analytics for the organic social media campaign. There has been strong growth on both Facebook and Instagram of impressions and engagements which is meaningful considering there has been no paid spend yet. Rose Bove provided feedback on use of the term quiet corner and reinforcing that it is the Northeast corner.

2. Timelines
 - a. Digital campaign
 - b. Content development

3. Future considerations
 - a. FY 2021
 - b. Creative assets

Dave Jensen reviewed plans for a paid digital campaign in Q1-Q2. Chris Regan asked about the state's vaccination plans and how it relates to the timeline. The committee discussed what 2021 might look like and how that relates to the budget cycles. Fran discussed reports from the National Park Service that indicate they are ramping up for their busiest year yet. Dave discussed content and encouraged a partner newsletter.

Adjournment 10:01AM