



Mystic Country

ERTD Marketing Committee
Minutes
April 23, 2021 9:00AM
Zoom

Attendees: Chris Regan, Jill St. Clair, Fran Kefalas, Tyra Penn Gesek, Gina Kunst, Bruce MacDonald, Stephen Gencarella.

Guests: Courtney Assad, Jillian Lozier, Rosemary Bove, David Jensen, Bruce Flax, Tony Sheridan, Dave Jensen, Sinead Roche.

Meeting called to order at 9:01AM.

1. FY20 & FY21 Spending Recommendations

Dave Jensen from Quinn and Hary made recommendations for potential digital media spend with extra funds to be appropriated to the media buy. Some ideas are, expanding the geo-targeting, some concentrated geo-fenced campaigns, use of Facebook Instant Experiences, or additional pitches for earned media. Bruce MacDonald recommended content around the fairs moving forward this year. The FY20 and 21 funds must be expended by June 30, 2021. The committee discussed building the catalog of video content. They also discussed a coordinated effort to capture events as they are taking place and getting that content for the District's use as well. Chris discussed coordinating professionals videos with a contribution from the featured partners. Jill moved to appropriate the FY20 funds toward video & photo production \$28,470 and \$30,000 towards additional digital media spend, seconded by Tyra, all in favor, motion approved.

2. Digital Marketing Campaign Status

Dave Jensen provided an update on the digital campaign analytics. View the [deck here](#).

3. Regional Marketing Partnership Program FY21 Guidelines

Tyrs moved to update the guidelines for a 1:1 match and \$10,000 cap, seconded by Bruce, all in favor, motion approved.

4. Other Business

Bruce recommended a good will campaign about the new era of the District.



Mystic Country

5. Adjournment 10:04AM