



Mystic Country

ERTD Marketing Committee  
Minutes  
June 18, 2021 9:00AM  
Zoom

Attendees: Chris Regan, Jill St. Clair, Fran Kefalas, Bruce MacDonald, Delpha Very, Gina Kunst.

Guests: Courtney Assad, Bruce Flax, Dave Quinn, Sinead Roche.

Meeting called to order at 9:00AM.

1. Regional Marketing Partnership Program Application Review

a. Killingly Business Association

Shane Young of the Killingly Business Association presented the application.

Bruce moved to approve the application, seconded by Delpha, all in favor, motion approved.

b. Avalonia Land Trust

Fran moved to approve, seconded by Bruce, all in favor, motion approved.

c. Windham Arts

Bruce moved to table the application, seconded by Fran, all in favor, motion approved.

2. Photo/Video RFP Response Discussion

The committee discussed the proposals and decided that a further review was needed and asked Quinn and Hary to interview 5 of the 7 applicants and report back at a special meeting on the 25th.

3. Digital Campaign Update

a. Dave presented on the progress of the campaign and analytics.



## Mystic Country

### 4. Mystic Chamber Outdoor Art Festival Sponsorship

#### a. Bronze Sponsorship Level (\$1,000)

- Recognition in MOAF Art Guide
- Name or Logo placement on MOAF T-Shirt
- Booth Space at the Event

Bruce moved to approve, seconded by Jill, all in favor, Chris abstained.

### 5. Updated Brochure Creative

- a. Ice Cream Trail
- b. Pet Friendly Mystic Country