



Mystic Country

ERTD Marketing Committee
Minutes
August 14, 2020 9:00AM
Zoom

Attendees: Chris Regan, Gina Kunst, Tyra Penn-Gesek, Stephen Gencarella, Jill St. Clair, Bruce MacDonald, Fran Kefalas, Peggy Roberts, Dave Quinn, Tony Sheridan, Courtney Assad

1. Regional Marketing Partnership Program

Incoming proposals?

- Tyra - working on Airline Trail project, unsure of timeline
- Jill - The Last Green Valley working on an application for fall and spring
- Peggy - Mystic Chamber is working on a proposal
- Bruce - New London is working on a proposal

Bruce recommended that committee members exit the meeting while the committee deliberates on a project they are submitting.

Chris recused himself.

Chris presented the proposal for a campaign for "ThinkMystic". The Aquarium and Seaport have been struggling and will partner on the program through access to mystic.org and the Olde Mistick Village will provide the cash match for the program of \$25,000. The campaign will be digital run by Quinn + Hary and benefit the Mystic region. They project this campaign will be on an annual basis and be sustainable moving forward. He feels it will benefit the region as a whole, lengthening stay and encouraging visitors to explore the entirety of the region, playing off of the PR Mystic has received. Bruce asked for clarification on the total of the matching funds requested. Chris explained the ask is \$25,000. Stephen asked about whether the state is okay with the traffic being directed to mystic.org. Chris responded that they were, but must include state branding. Bruce stated that he would like to see assurance that they will receive reports on ROI. Bruce asked about the plan to encourage visitors to go beyond Mystic. Chris stated that he feels this brings people into the area and they can capitalize on the visitor. Tyra stated that she would also like to see a better laid out plan to cross promote with other regional initiatives. Gina stated that she feels the cross promotion through the region shouldn't be on the applicant. Fran followed up and stated that it's the committee's job to come together and make the linkage of the programs clear to the visitor. Stephen cautioned against using mystic.org for regional promotion to avoid competition with the state website. Jill asked about evaluating proposals and how to evaluate projects from similar areas, whether they will collaborate. Gina asked about what the committee's thoughts are on the approval process on first come, first serve, or whether

they should be considered together. The committee discussed that they would like to get the money out as soon as they can, but are trying to balance that with being equitable. They discussed making the language clearer in future application cycles and adjusting the approval process. Peggy asked whether Chris was open to holding the vote for a week to work collaboratively. Chris feels that he would like to have a vote today and be able to move forward as soon as possible. Bruce asked whether the management fee was standard. Chris explained that it is all in and there are no additional fees. Fran asked about the campaign spend breakdown and which piece the match dollars will go towards. Chris explained it supplements the overall campaign contributing to all pieces.

Jill moved to go into executive session, seconded by Stephen, Bruce and Tony discussed procedures and that the vote on the application must be open. Jill amended her motion to go into executive session with the marketing committee and Courtney Assad, seconded by Tyra, the vote was taken 5-1, motion approved. Roll Call: Bruce - oppose, Fran - approve, Gina - approve, Jill - approve, Stephen - approve, Tyra - approve.

Chris Regan, Dave Quinn, Tony Sheridan and Peggy Roberts exited the meeting. The committee went into executive session from 9:41 to 9:50AM. No actions were taken.

Chris Regan, Dave Quinn, and Tony Sheridan rejoined the meeting.

Tyra moved to approve the application, seconded by Bruce, all in favor 6-0, motion approved.

Peggy Roberts rejoined the meeting. Chris was seated as a voting member.

2. Video Proposal from Astor Place

Dave reviewed the extensive proposal. They are proposing \$10,000 for 8 :30-:60 spots. The committee would still have the ability to be involved in the creative and input on the production. Jill asked to have some more representation for Norwich in the videos. Bruce discussed New London's assets as well. Dave stated as there is more time they will source additional photographers and videographers across the region.

Tyra moved to approve the proposal, seconded by Bruce, all in favor 7-0, motion approved.

3. Other Business

Tyra gave an update on their song contest and said they will be available by the end of the month. It can be used to promote the Airline Trail and the District. Dave discussed access to raw footage to be edited to smaller ads. Fran stated that Norwich Historical Society is also doing a



Mystic Country

series of videos and there will be material available from that campaign. Jill discussed the fall foliage trail and scenic drives.

Bruce moved to adjourn, seconded by Jill, all in favor, motion approved. The meeting adjourned at 10:16AM.