



Mystic Country

ERTD Marketing Committee
Minutes
October 30, 2020 9:00AM
Zoom

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

Guests: Peggy Roberts, Dave Quinn, Tony Sheridan, Courtney Assad.

Meeting called to order at 9:02AM.

1. Regional Marketing Partnership Program

a. Windham Chamber

The committee discussed the supplemental information submitted by the Chamber for their application. Jill questioned whether the videos will use non-members as well.

Jill moved to approve Windham Chamber application with a stipulation it is inclusive of non-members, seconded by Tyra, all in favor, motion approved. Fran abstained.

b. Thames River Heritage Park

Bruce MacDonald recused himself and exited the meeting. Amy Perry presented the application. They are proposing to create a series of videos focusing on the cultural heritage assets in New London. The videos would be introductions of various places that can be pieced together for different projects and marketing. Tony asked whether they are familiar with TravelStorys. Amy stated they are but currently has their own app that was free for them to use. Dave spoke about the benefit of utilizing their videos for the general ERTD campaign in the future.

Tyra moved to approve the application, seconded by Jill, all in favor

2. Other Business

The committee discussed the funding source and the Executive Committee allocating additional unspent line items to the program. Chris discussed the approval process with the state for these applications. Rose ensured that they will not delay the programs with their approval process and further explained what the state is evaluating.



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Dave provided a quick update on the alias URL being fixed. They are currently in the selection process for photographers. Dave presented an updated general branding video and an outdoor adventures video. The committee provided feedback on the videos and gave recommendations for additional footage.

Adjournment 9:57AM