



Mystic Country

ERTD Marketing Committee  
Minutes  
November 20, 2020 9:00AM  
Zoom

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

Guests: Dave Quinn, Tony Sheridan, Courtney Assad, Pete Hary, Jillian Lozier, Rosemary Bove.

Meeting called to order at 9:01AM.

1. STQRY Presentation

The committee heard from STQRY on their app platform.

2. Quinn + Hary Update

- a. Photography - Dave presented their plans for photographers and shot lists.
- b. Website Update - Dave reviewed the state website updates they are coordinating with COT. Pete gave an overview of what the page will look like after updates.
- c. Social Analytics - Jillian reviewed the organic social media reach.

Adjournment 10:25AM