



Mystic Country

ERTD Marketing Committee

Minutes

July 30, 2021 9:00AM

Attendees: Bruce MacDonald, Chris Regan, Tyra Penn-Gesek, Delpha Very, Bruce Flax, Jill St. Clair

Guests: David Quinn, Sinead Roche, Tony Sheridan, Courtney Assad, Megan Gilbert, Rose Bove

1. FY22 Marketing Plan

Dave Quinn presented the marketing plan and reviewed the strategy and tactics that will be used in FY22. Bruce MacDonald discussed events in the Northeast and having representation there. Bruce also asked about Quinn & Hary's relationship with COT and getting analytics. Dave discussed the strategy and budget options. Unfortunately they have not received the analytics that they've been looking for, but are hopeful this may change moving forward. The committee discussed the ARPA funding and its potential impact for the District.

2. Updated marketing campaign analytics

Dave reviewed the analytics that are performing well. See deck [here](#).

3. New title and dates for the Marketing Campaign Workshops

The committee discussed the best timing for the workshops and the topics. The committee agreed to hold the events September 9 & 15 and potentially move the board meeting to after the event September 15. Bruce MacDonald dissented.

4. Mystic Outdoor Art Festival Booth

Materials have been ordered and most will be ready in time. The Chamber will staff the booth but invite the committee to participate if they would like.

5. Antiques Trail

Bruce MacDonald moved to approve \$1,000 to update the Antiques Trail brochure by the Mystic Chamber upon written statement of work, seconded by Tyra, all in favor, motion approved.

Adjournment 10:09AM