



Mystic Country

ERTD Marketing Committee
Meeting Minutes
September 3, 2021 9:00AM
Zoom

<https://us02web.zoom.us/j/82665929987?pwd=cituR1hhaFJJemtLWHFBVzBJTHNJZz09>

Meeting ID: 826 6592 9987
Password: 614837

1. Miss America Parade

- a. Chris Regan gave an overview of the Miss America Parade which included photo shoots, media, and meet & greets. Jill inquired about the times for the parade; Dave Quinn sent out the itinerary to Rachel for distribution and Rachel sent that to the ERTD marketing committee.

2. Marketing Update: Quinn & Hary

- a. Dave gave an update on the ERTD marketing campaign with details on lifetime impressions of the campaign. Their focus is programmatic display, paid social media, building the library of creative assets, the video shoot at Last Green Valley, with three other shoots scheduled out. The tourism workshops were heavily discussed on how to garner attendance from industry partners. It was suggested to reach out to area chambers within ERTD to promote the workshops.
- b. Bruce MacDonald asked if the content from the workshops could be made available for those who could not attend. Dave suggested creating a deck to make the tourism workshop information more available. Thompson was discussed for being on CNN from the aftermath of Hurricane Ida and the

rapids. The last Green Valley has a dedication for their new interpretive signs on October 3, 2021. The ERTD board was invited to participate, and the information will be shared with Rose Bove.

- c. Rose Bove gave an update on the fall campaign Full Color Connecticut, signing up for the Big E to volunteer, as well as the Westbrook tourist center not being manned right now due to staff shortage. Dave Quinn asked for Rose to share the deck that Christine shared at the Executive Committee Meeting on 9/2/2021.

3. Regional Marketing Partnership Funding

- a. Chris Regan asked Rose Bove if there is any way districts can get additional funding. Rose answered that ERTD is eligible to apply for more money although she does not have more details as of yet or the dollar amount. Rose suggested that if the district is looking for more money, to create a presentation for the desired project; protocol is to develop a plan for the money and then request the grant. Rose did mention that it is not a uniform process across the board with every district.
- b. Chris Regan asked if there was an additional \$100k for each district as being his main question; Rose stated she was not in the position to answer that question. Bruce MacDonald asked if there is a timeframe for applications for the money that is tied to the American Rescue Plan. Rose stated possibly by the end of the year. Jill St. Clair discussed collaborative marketing regarding the RMPP as part of our proposal is to ask for more money and that the pre-application process is perhaps in October.

4. Digital Brochures

- a. Discussed the hard copy designs for the ice cream sundae trail, mystic pizza, and pet friendly. Jill is going to circle back with the antique trail and roadshow. The line budget item for printing of the brochures was discussed. A suggestion to use QR codes for easement of production and safety was also discussed. Delpha asked what the market for brochures is versus digital and if there is any kind of data collected on the project of brochures. Bruce suggested getting guidance on the subject by consulting a national marketing organization with hard data. Dave Quinn stated that brochures do have their place in print and advertising. He also stated that digital is the current and future medium to access information via a smartphone.

5. Monthly Marketing Meeting Schedule

- a. One objection to change 4/15/2022 to 4/8/2022. Will call a special meeting if needed. Otherwise, approved.

6. Adjournment

- a. Jill motioned to adjourn and Delpha seconded the motion.