



Mystic Country

ERTD Marketing Committee Minutes
Friday, July 1, 2022 at 9:00am

Attendees: Chris Regan, Jill St. Clair, Gina Kunst, Fran Kefalas, Tyra Penn-Gesek, Stephen Gencarella

Guests: Rachel Lenda, Tony Sheridan, David Jensen, Sinead Roche, Dave Quinn

1. Meeting called to order
2. Approval of minutes from 4/22/2022: Gina Kunst made the first motion, Tyra Penn-Gesek made the second motion. All were in favor, motion passed.
3. Quinn and Hary marketing update
 - a. Creative recommendations “take the scenic route”. Creative content shared by Dave Jensen and Dave Quinn. The suggestions included “It all started with...”, “Hello Summer”, and “#BestDayEver. The committee discussed via round table the pros and cons of each . By consensus, #BestDayEver was the preferred campaign.
 - b. The next item of business, Quinn & Hary shared an update from January through June 2022 of the display ads, paid social advertising, organic social media, and streaming video.
4. Chris Regan requested an executive session with the committee members to discuss the media agency partner.
 - a. Tyra made the first motion, Stephen made the second motion. All in favor. Executive session.

5. The results were shared from the scorecards on the three media agencies. The group came to a consensus that the ranking was Quinn & Hary first choice, Creative Digital Agency second choice, and Miranda Creative third choice.
 - a. Chris opened the floor for discussion. A motion was made to recommend Quinn and Hary as the media agency partner. Tyra made the first motion, Gina made the second motion. All in favor, no abstentions, no oppositions.
6. Tyra made a suggestion that the other agencies should apply at a state level for the Connecticut Office of Tourism.
7. Stephen Gencarella discussed the next phase of brochure creation with the Cultural Heritage Trail.
8. Jill St. Clair made the first motion to adjourn followed by Fran Kefalas with the second motion. Meeting adjourned.