



ERTD Marketing Committee **Minutes**
Friday, November 18, at 9:00am

Zoom

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

Meeting ID: 826 6592 9987

Password: 614837

Attendees: Jill St. Clair, Wendy Russell, Tyra Penn-Gesek, Steven Gencarella

Guests: Pete Hary, Rachel Lenda, Sue Henrique,

1. Call to Order at 9:03am
2. Meeting Minutes Approval - 10/21/2022 -
 - a. A motion was made to approve the minutes as presented. Tyra Penn-Gesek made the first motion and Steve Gencarella made the second motion. All in favor with no abstention or opposition. Motion passed.
3. Brochures Update - Current Inventory and Distribution Schedule
 - a. The group discussed the current brochure inventory and distribution schedule. CTM Media, the company distributing ERTD brochures for FY22, provided an update on the existing brochures left in stock. The following brochures should go in for reprint for FY23 distribution: Ice Cream Trail and Pizza Trail. Heroes, Villains, and Visionaries brochure has been sent to print and into circulation. The Ice Cream and Pizza Trail documents need to be updated to ensure accurate content as well as the updated COT logo.
 - b. Airline Trail Z-Maps Discussion: Jill St. Clair received a request from Director Tyra Penn-Gesek from Thompson regarding a collaboration with printing the airline trail maps. There are eight towns on the map to participate. The cost



breakdown would be \$8,000 to the participating towns and \$9,151 from the ERTD. A motion was made to take the existing \$6k prior fiscal year funds and \$3,151 from '5200 collateral material' to support the printing of the airline trail maps. Wendy Russell made the first motion and Steve Gencarella made the second motion. All in favor with no abstention or opposition. The next phase of this will move to the Finance Committee and then the Executive Committee for final approval.

4. Trade Show Preparation and Discussion

- a. Rachel shared the recent updates on trade show preparations including the CTVisit trade show booth. Sue Henrique shared insights about the Chicago Travel & Leisure Show, American Bus Association, and Washington DC Travel & Leisure Show. Giveaways were discussed as well - hand sanitizer and lip balm were suggestions. Also discussed how to properly vet and attain District wide hotels/restaurants. Rachel will utilize business association resources. The group also discussed the profile sheet for the District. Rachel received an example from the Central District. She is sending that out to the Marketing Committee so they can help with content and creation of ERTD's profile sheet.

5. Updates from Quinn & Hary

- a. Quinn & Hary gave an update on the website privileges from Adams & Knight. A meeting will be set up soon to go over the administrative privileges. Dave then updated the team on the monthly marketing efforts on social



media and google. Blog content was shared as were upcoming events and social media posts. Q&H also presented the "Sip Like a Local" brochure.

6. Other Business

7. Adjournment

- a. A motion was made to adjourn the meeting. Tyra Penn-Gesek made the first motion and Steven Gencarella made the second motion. All were in favor; meeting adjourned 10:14am