



ERTD Marketing Committee **Minutes**
Friday, December 16, at 9:00am

Zoom

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

Meeting ID: 826 6592 9987

Password: 614837

Minutes

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

Guests: Rachel Lenda, Charlie Tracey

1. Call to Order
 - a. Chris Regan called the meeting to order at 9:02am.
2. Meeting Minutes Approval - 11/18/2022
 - a. A motion was made to accept the minutes as presented. Jill made the first motion to approve the minutes, Steve Gencarella made the second motion. Fran Kefalas abstained. Motion passed.
3. Brochures - Edits and Reorder
 - a. Rachel shared with the Committee that the Chamber is working on researching the brochures to ensure all of the businesses listed are open. Those edits will be sent to Quinn & Hary for further edits. Additional edits that need to be made include updating the District's logo on each brochure.
 - b. Fran Kefalas also suggested in the Ice Cream Trail brochure that it be broken up into the three destination names rather than what is currently in place.



Dave Quinn stated that would be possible and to do so, they would need the editable files. Those files have already been sent to Pete Hary.

- c. It was also discussed that the Mystic Pizza Trail brochure, the Heroes, Villains and Visionaries brochure, and the Antique Trail brochure be the pieces to bring to the Trade Shows.

4. Trade Show Profile Sheet

- a. The group went through the trade show profile sheet's design mockup. It was suggested that the color scheme match the State's campaign color scheme. It was requested that the mountain biking photo on page one be changed out. More details to be determined on content. The Connecticut Office of Tourism recommended that the profile sheet be a three hole punch. Rachel is double checking with Sue Henrique if that is necessary.

5. Trade Show - Giveaway and/or Tchotchkes

- a. The Committee recommends purchasing 300 logo'd thumb drives ahead of the upcoming Trade Show season. The Committee does not recommend purchasing any tchotchkes or giveaways at this time.

6. Updates from Quinn & Hary

- a. Quinn & Hary went through their presentation of the latest google analytics, social media analytics, and campaign creative. They also discussed social media posts, upcoming events they are covering for the District, and their social media posting calendar.

7. Other Business



- a. Jill shared the meeting with the Districts and Noelle Stevensen was helpful in understanding the 'find your vibe' campaign. Jill asked if a 'romantic/hallmark movie locations' would be of interest in a new brochure as well as incorporating winter time things to do (ice fishing, fire and ice festival, snow shoeing, etc).

8. Adjournment

- a. A motion was made by Tyra Penn-Gesek to adjourn the meeting. Stephen Gencarella made the second motion. Meeting adjourned at 10:15am.