



ERTD Marketing Committee **MINUTES**

Friday, January 20, 2023 at 9:00am

Zoom

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

Meeting ID: 826 6592 9987

Password: 614837

**MINUTES**

Attendees: Jill St. Clair, Tyra Penn-Gesek, Wendry Russell, Fran Kefalas

Guests: Rachel Lenda, Dave Jensen

1. Call to Order
  - a. Chris Regan could not join the meeting today. Jill St. Clair will be running the meeting. She called the meeting to order at 9:03am.
2. Meeting Minutes Approval - 12/16/2022
  - a. Motion was withdrawn due to not having enough Committee members to make the motion. The minutes will be presented at the next marketing meeting for approval.
3. Review of Chicago Trade Show
  - a. Rachel Lenda presented a report to the Marketing Committee detailing her experience at the Travel & Leisure Trade Show in Chicago. The report focused on pros, cons, and ideas to showcase the District & State in a better fashion.
4. Preparation for ABA and Washington D.C.



- a. The group discussed that the District producing a transportation focused map would be helpful to use as a tool at the trade shows. Rachel stated that the Chamber can produce this map because of time being of the essence. The committee agreed to having the Chamber work on the project as the administrative partner contractual agreement states the Chamber's assistance with collateral material.
  - b. A motion was made by Fran Kefalas to make a recommendation to the Finance Committee to produce a transportation-focused map. Wendy Russell made the second motion. All in favor with no opposition and no abstention.
5. Updates from Quinn & Hary
- a. Dave Jensen of 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. Additionally, they addressed creating a strategy to move forward with the new brand of Eastern Connecticut and how that will relate to social media handles.
6. Other Business
- a. The 92 contacts that the State collected from the trade show were inquired about and how the District can utilize these contacts. Rachel stated she would inquire with Susan Henrique about the proper protocol for reaching out to these individuals. More to be determined.
7. Adjournment



- a. A motion was made to adjourn the meeting by Tyra Penn-Gesek and Fran Kefalas seconded it. All in favor. Meeting adjourned at 9:58am.