



ERTD Marketing Committee **Minutes**
Friday, February 17, 2023 at 9:00am

Zoom

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

Meeting ID: 826 6592 9987

Password: 614837

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

Guests: Rachel Lenda, Charlie Tracy, David Jensen, Sinead Roche, Allison Herzog, Jillian Lozier, Pete Hary

Minutes

1. Call to Order
 - a. Chris Regan called the meeting to order at 9:02am.
2. Meeting Minutes Approval - 01/20/2023
 - a. A motion was made to approve the meeting minutes as presented. Tyra first, Fran second. All in favor.
3. Quinn & Hary - Updates and Branding
 - a. David Jensen provided an update on the year in review of analytics. He then discussed the rebranding from Mystic Country to Eastern Connecticut. Paid digital, organic content, and social media were discussed. It was advised that the District needs to incorporate more short videos like Reels and TikTok videos.



- b. The deck and information will be sent to the Executive Committee and Board of Directors.
 - c. A motion was made to allow Quinn & Hary to adjust the social media handles from @MysticCountry to @VisitEasternCT as a recommendation and endorsement for the Executive Committee. Jill St. Clair made the first motion and Tyra Penn-Gesek made the second motion. Motion passed. NO opposition, no abstention.
4. Review of Washington DC Tradeshow - Fran Kefalas
 - a. This agenda item was skipped due to time constraints.
 5. Review of ABA Marketplace Show - Rachel Lenda
 - a. This agenda item was skipped due to time constraints.
 6. Brochures for 2023
 - a. The Marketing Committee discussed the range of brochures that should go out for print this year as well as the number of brochures to print. That list includes:
 - The Antique Trail
 - The Ice Cream Trail
 - The Pet Friendly Brochure
 - Heroes, Villains, and Visionaries
 - Sip Like a Local
 - Romantic Eastern CT Movie Trail
 - Mystic Pizza



1. The Committee is going to receive a quote for printing the Mystic Pizza brochure; however, they no longer think it is something the District should be funding. ERTD will offer to distribute the brochure if Mystic Pizza picks up the printing cost. If Mystic Pizza does not pick up the printing cost, the brochure will not go into circulation.

7. Other Business

- a. No other business

8. Adjournment

- a. Tyra Penn-Gesek made the motion to adjourn the meeting and Stephen Gencarella made the second motion. All in favor - meeting adjourned.