



ERTD Marketing Committee **MINUTES**

Friday, April 21, 2023 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, Gina Kunst, Tyra Penn, Stephen Gencarella, Wendy Russell, Catherine Foley

Guests: Rachel Lenda, Dave Quinn, Dave Jensen, Charlie Tracy, Mark Walter, Pete Hary, Julia Florence, Ali Herzog

1. Call to Order
2. Meeting Minutes Approval - 02/17/2023
  - a. A motion was made to accept the February 17, 2023 Marketing Committee minutes, as presented. Stephen Gencarella made the first motion and Jill St. Clair made the second motion. Gina Kunst and Catherine Foley abstained. No opposition. Motion passed.
3. Quinn & Hary Update
  - a. Organic social media performance was discussed between facebook and instagram. All social media posting is going to start increasing over the next couple of weeks with the tourism season beginning.



- b. Upcoming blog content was shared along with the April social media content calendar. May's social media calendar was also shared.

#### 4. CTVisit Website

- a. The landing page for Eastern Connecticut was displayed and talked through with the different click-throughs and links on this page.

#### 5. ERTD Social Media Handles

- a. Social Media handles have been changed to @VisitEasternCT. The marketing agency is trying to capture @MysticCountryCT on a daily basis (3 to 4 times a day)

#### 6. Other Business

- a. Brochure Printing - Rachel discussed with the Committee that the RFP for the brochure printer gave a quote for seven printed brochures and shipping to two destinations. Because we have to add a third destination for delivery and also to print the Mystic Pizza and Romantic Brochure at a later date, the company has to charge \$781 beyond the quoted price to accommodate this change. A motion was made to accept this charge. Jill St. Clair made the first motion and Catherine Foley made the second motion. No opposition. Motion passed.
- b. COT Update - Chris gave an update on the Connecticut Office of Tourism personnel changes. Anthony Anthony is the Chief Marketing Officer for the State of Connecticut and will oversee tourism.
- c. Legislative Update on Tourism Bills - several tourism bills were discussed and Rachel shared those bills with the committee including HB6692. The



Committee requested that Rachel send a link to the Board of Directors so they can attend the Legislative Affairs Council Meetings.

7. Adjournment

- a. A motion was made to adjourn the meeting at 9:46am. Tyra Penn-Gesek made the first motion and Catherine Foley made the second motion. Meeting adjourned.