



ERTD Grants Committee **MINUTES**

Thursday, October 26, 2023 at 9:30am

Zoom

<https://us02web.zoom.us/j/83460586879?pwd=Y1h2eURCcENTck9zQk1FcFovQ1NIUz09>

Meeting ID: 834 6058 6879

Passcode: 568601

Special Meeting MINUTES

Attendees: Fran Kefalas, Stephen Gencarella,

Guests: Rachel Lenda, Dave Quinn, Karen Ali,

1. Call to Order
 - a. Fran Kefalas called the meeting to order at 9:11am.
2. Meeting Minutes Approval 10/11/2023
 - a. A motion was made to accept the meeting minutes as presented.
Stephen Gencarella made the first motion and Fran Kefalas made the second motion. No abstentions or oppositions - motion passed.
3. Marketing Plan for the Regional Marketing Partnership Program - Quinn & Hary
 - a. The Committee discussed growing the District's email database with help from Quinn & Hary which can be used to market to a bigger



audience. The email database also needs to be cleaned up and other new key players need to be added to the database. It was also suggested that the municipalities need to be imported to the databases (e.g. municipal leaders, legislators, economic development folks, etc). Dave also suggested contacting radio outlets and other Chambers in the region.

- b. Rachel will be sending Dave a detailed list of what has been granted and matched to date in the Regional Marketing Partnership Program.
- c. The District also discussed holding December 6, 2023 at 12:00pm - or 6:00pm for a Zoom Q&A for interested applicants. However, it is important for the full committee to be present for that seminar. The zoom would be recorded and offered as a resource.
- d. Quinn & Hary will work on a press release for the District . November 6, 2023 is the target date for the press release.

4. Adjournment

- a. A motion was made to adjourn the meeting by Stephen Gencarella. Fran Kefalas made a second motion; no opposition - meeting adjourned at 9:54am.