



**Eastern Regional Tourism District
Marketing Committee Regular Meeting**

Friday, October 20, 2023 at 9:00am

Zoom

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

Meeting ID: 826 6592 9987

Password: 614837

MINUTES

Attendees: Tyra Penn-Gesek, Wendy Russell, Lori Corriveau, Stephen Gencarella,
Jill St. Clair, Catherine Foley

Guests: Rachel Lenda, Dave Jensen, Ryan Tate, Dave Quinn,

1. Call to Order

a. Lori Corriveau called the meeting to order at 9:02am

2. Meeting Minutes Approval - 10/13/2023

a. A motion was made to approve the meeting minutes from 10/13/2023.

Jill St. Clair made the first motion and Stephen Gencarella made the second motion; no opposition; motion approved.

3. Recent Analytics Overview



- a. Dave Jensen gave an overview on the analytics of Meta and Google advertisements and content performance. Overall, the analytics show a positive trend year-over-year with social media and OTT performance.

4. Recent Creative

- a. Dave Jensen shared recent creative featuring influencer videos that present as reels/tik-tok videos, advertisements, and also updated the Committee on the partnership with COT on video assets. The State's new brand campaign launch was also featured in the meeting.

5. Recommended Q4 Content

- a. Dave reviewed the creative content that they are looking to cover from winter and spring - all located in the deck.
- b. Rachel updated the Committee on the training session that is happening with Inbound Marketing Alon to educate on the international tourism market. The newsletter goes out today.

6. Adjournment

- a. A motion was made by Tyra Penn-Gesek to adjourn the meeting and Stephen Gencarella made the second motion. Meeting adjourned at 9:34am