



**Eastern Regional Tourism District
Marketing Committee Special Meeting Minutes**

Friday, October 6, 2023 at 12:45pm

Zoom

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

Meeting ID: 826 6592 9987

Password: 614837

Attendees: Fran Kefals, Lori Corriveau, Tyra Penn-Gesek, Stephen Gencarella, Patti George, Jill St. Clair,

Guests: Rachel Lenda, Felix Reyes, David Quinn, Jillian Lozier, David Jensen, Anthony Anthony

1. Call to Order
 - a. Lori Corriveau called the meeting to order at 12:55pm
2. Discussion: COT/ERTD 5% Co-Op Partnership Funding - Video Asset Project
 - a. The topic of the meeting was to discuss the 5% budget line item in the Eastern Regional Tourism District's annual budget regarding the co-op partnership funding. This year, the Office of Tourism has directed the \$20,000 budget for video content creation highlighting ERTD assets.
 - b. Felicia of Adams & Knight gave an overview of the thought process behind the video asset project and the suggestions they offered prior to



the meeting. It was suggested to look at all of the video footage that the District has to see if it's usable. Additionally, this will help find gaps in footage missing from the State and District's video content library.

- c. It was suggested that the video assets from the Regional Marketing Partnership Grant Program be reviewed and assessed for usage.
- d. Dave Quinn will share video assets with Adams & Knight of the ERTD's library.
- e. Next steps: identify the existing assets, Adams & Knight will reassess the known gaps in footage and report back, and then make a new plan with alternate suggestions for the Committee to review. Rachel and Dave will send Felicia links to what is on file for the District.
- f. The next meeting will take place on Friday, October 13, 2023 at 12:30pm via Zoom. An agenda will be sent out.

3. Adjournment

- a. Stephen Gencarella made a motion to adjourn followed by Fran Kefalas for a second motion. Meeting adjourned.