



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

Friday, November 17, 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, Catherine Foley, Lori Corrievau, Wendy Russell,  
Stephen Gencarella,

Guests: Rachel Lenda, Felicia Lindau, Julia Florence, Dave Quinn, Tony Sheridan

1. Call to Order

a. Lori Corrievau called the meeting to order at 9:01am.

2. Meeting Minutes Approval - 10/13/2023

a. There was a mistake on this agenda item. The meeting minutes must be approved from October 20, 2023, not October 13, 2023. Stephen Gencarella made a motion to approve the minutes from 10/20/2023; Catherine Foley was the second motion. No abstentions or opposition. Motion approved.

3. 11x17 Tear-Away Tourism Map - Discussion and Feedback for CT Office of  
Tourism



- a. Felicia Lindau presented the artwork for the CT state tourism map.

Felicia gave an overview on the purpose of the map that it is not a wayfinding map but rather a focal point of things to do in Connecticut. It is a tear-away map. The backside of the map highlights airports, trains, and major routes along with more cities in the state.

- Discussion took place with feedback from the Committee members. Studio 80+ sculpture grounding is scheduled to close for good. Suggestions to add: Willimantic - frog symbol, Lebanon green, Slater Memorial Museum in Norwich, or Walk Norwich as options to fill up the blank space. Goodwin State Forest could fill a gap, Fort Shantok was a suggestion. Garde Arts Center edited, Thames River Heritage Park was a suggestion, too. It was suggested to remove the New London Mural Walk and replace it with Thames River Heritage Park. Suggested to refine the airline trail locator. Harkness Memorial Park was also suggested.
- How many will be printed and what is the map's life span? Print quantity determined by what is left in the budget will go toward the printing - guess is 20-60,000. Al Strong at the state will distribute them to welcome centers, Big E, travel and trade shows. Next fiscal year, reprint with changes. This is a pilot run.



- There is an option to buy into the print run if the District is interested.

#### 4. Quinn & Hary Update

- a. Quinn and Hary updated the Committee on their efforts of partnering with the State of Connecticut on sharing the influencer reels and tik toks that the District has created. They have another influencer video session taking place at the beginning of December. The Agency is requesting holiday events and holiday themed content from the Board. They also reported on the launch of the press release for the Regional Marketing Partnership Program. Rachel shared that the newsletter will go out later today with edits from the Grants Committee for the grant program and that the database has been updated with all of the legislators.

#### 5. Adjournment

- a. Tyra made the first motion and Stephen made the second motion.  
Meeting adjourned at 10:00am.