



Eastern Regional Tourism District Marketing Committee

Regular Meeting

January 19, 2024 at 9:00am

Zoom

<https://us02web.zoom.us/j/82665929987?pwd=cituR1hhaFJJemtLWHFBVzBJTHNJ.Zz09>

Meeting ID: 826 6592 9987

Password: 614837

MINUTES

Attendees: Lori Corriveau, Jill St. Clair, Fran Kefalas, Stephen Gencarella, Catherine Foley

Guests: Megan Gilbert, Tony Sheridan, David Quinn, David Jensen, Julia Florence

1. Call to Order

Lori Corriveau called the Marketing Meeting to order at 9:03am.

2. Meeting Minutes Approval - 11/17/2023

Motion to approve the minutes made by Stephen Gencarella, seconded by Jill St. Clair, all in favor. Motion passed.

3. Quinn & Hary Update

David Jensen from Quinn and Hary shared metrics from October 1-December 31. Paid insights have improved since last quarter. Suggested new video content be considered as they are monitoring the video completion rate.

Organic insights have increased year over year for this quarter.

High performing posts include Allen Hill Farm post on Facebook and Lobster Trap Tree on Instagram.

Reviewed one of the Instagram influencer videos for downtown Mystic, which has generated over 18,000 views.

During 2023, ERTD collaborated with 4 social media influencers. Upcoming influencer trips include: Scenic Northeast, Mystic Country/Kid-Friendly, Spring - Various/Adventure Awaits, and CT Shoreline-Summer. The state is encouraging content including food venues.

Blogs are continuing to be submitted to the state website and QH has alerted the state that certain blog posts appear to be held up in the moderation queue.

Shared example of winter creative, and would like to request additional winter assets, including in the next newsletter. QH will also schedule opportunities to capture new content.

Reviewed budget expenditures, Q2 and Q3 will be the greater investment than Q1 and Q4.

Jill St. Clair asked what input would be most helpful from the committee. Dave Jensen stated that “insider knowledge” is most helpful, insights into local events and other information. Fran suggested the dog sledding contest which occurs in Voluntown. Lori suggested a scenic northeast spa theme, given the opening/growth of several spas in the region. Jill suggested themes of recreational camping and RVing, including educating the community about the positive impact of campgrounds and similar facilities. Discussion was held on various zoning discussions happening currently, changes in RV parking allowances, utilizing state parks and existing outdoor spaces, different types of camping styles, the need for outdoor recreation outfitters.

4. Old & New Business

Tony Sheridan asked if a FAM tour would be of interest to the Board. Jill pointed out that many hospitality businesses are struggling to be fully staffed, and that a walking tour by the Last Green Valley might be a good, flexible opportunity.

Dave Quinn suggested we invite the new DEEP appointee to attend a meeting and share insights for camping and outdoor recreation, and how to best work with the private sector.

Tony Sheridan shared that the process to replace Rachel Lenda, former ERTD administrator and current COT director, is going well and has narrowed down to two

candidates. Fran offered to help orient the new hire to the Last Green Valley area if they'd like, several committee members expressed interest in a tour as well.

Dave Quinn asked if the agency can use the allotted \$13,000 for visual/creative/digital content, and which committee(s) needs to discuss that. Jill requested a proposal from QH to be reviewed and recommended by the Marketing Committee for approval by the Finance Committee and Executive Committee. This will be an agenda item for the next meeting in February.

5. Adjournment

Stephen motioned to adjourn the meeting, seconded by Fran, meeting adjourned at 9:45am.