



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

February 16, 2024 at 9:00am

Zoom

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

Meeting ID: 826 6592 9987

Password: 614837

MINUTES

Attendees: Lori Corriveau, Presiding, Catherine Foley, Fran Kefalas, Tyra Penn-Gesek, Patti Larrow-George, Gina Kunst, Jill St. Clair, Stephen Gencarella

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

1. Call to Order
Meeting called to order by Lori Corriveau at 9:01am.
2. Meeting Minutes Approval - 1/19/2024
Fran Kefalas motioned to approve the minutes from the January 19 meeting, second by Tyra Penn, all in favor, motion carried.
3. Quinn & Hary Update
 - a. Spring Campaign
The Q2 media budget is \$48,500 and is a larger campaign effort than Q1, as in the past. The spring/summer campaign will focus on seasonal "Getaway" themes and an increased collaboration with influencer marketers.
 - b. ERTD Newsletter
Dave Quinn reported that the content of this month's newsletter will be focused on the grant award announcements, CT's new branding, ConnCon in March, and requests for content from tourism businesses. Quinn + Hary is collaborating with the Chamber of Commerce of Eastern CT to generate the newsletter in the temporary absence of a full-time administrator.
 - c. Allocation Proposal
David Jensen shared a proposal on behalf of Quinn + Hary to 1) restock the video/photography library of assets estimated at \$7,000, 2) showcase and/or collaborate with diverse populations in obtaining these assets, estimated at \$2,500, and 3) produce new content

focused on itineraries, estimated at \$3,500, with a total proposed cost of \$13,000.

Catherine Foley motioned to approve the Quinn + Hary proposal for presentation to the ERTD Executive Committee, Fran Kefalas second, all in favor, motion carried.

4. Old & New Business

The Chamber of Commerce of Eastern Connecticut has hired Ms. Andrea Manning as their Administrative Partnerships Manager, the position which manages ERTD administration, who will start on February 26, 2024.

Discussion was held about the prospect of bus tours for ERTD board members and the new administrator exploring the three regions within ERTD's footprint. Julia Florence offered to draft a survey to Board members/municipalities for site visit suggestions.

5. Adjournment

Motion to adjourn made by Catherine Foley, second by Stephen Gencarella, meeting adjourned at 9:54am.