



Eastern Regional Tourism District Marketing Committee

Regular Meeting

March 15, 2024 at 9:00am

Zoom

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

Meeting ID: 826 6592 9987

Password: 614837

Members: Lori Corriveau (chair), Wendy Russell, Tyra Penn-gesek, Stephen Gencarella, Patti George, Jillian Lozier

Guests: Andrea manning (recorder), David Quinn, David Jensen

MEETING MINUTES

1. Call to Order - Lori Corriveau called the meeting to order at 9:02
2. Meeting Minutes Approval - 2/16/24
 - a. Wendy Russell makes a motion to approve the meeting minutes from 2/16/24. Tyra Penn-Gesek seconds the motion. Minutes approved.
3. Mystic Outdoor Art Festival Sponsorship
 - a. Motion to approve the sponsorship is made by Tyra; seconded by Wendy.
 - b. Discussion is held around what the District has done to represent the region at festivals in the past, and whether investing in some ERTD branded swag would be a good idea. Wendy Russell suggests creating gift baskets from tourism attractions in the district. Andrea will send out this request to Board Members in preparation of the Mystic Outdoor Art festival.
4. Brochure Printing and Brochure Distribution RFP Timeline Updates
 - a. Andrea Reports that the RFPs for both printing and distribution have been

posted through C TSource. The window for proposals ends on 3/26/24.

- b. Discussion tabled as proposals will go to the Finance Committee for review and approval.
5. Quinn & Hary Update
 - a. David Quinn presents updates from the CT Office of tourism, including new branding, logos, and slogan. Until the official roll-out of the COT campaigns, ERTD will move forward with its new creative campaign “No Filter Needed” for the next 45 days. The committee discusses possible applications between the new state campaign. Stephen Gencarella and Fran Kefalas suggest inviting COT to the next committee meeting. The Committee makes a selection from the creative options presented, following discussion of appropriate fonts, and image selection for templates.
 6. Old & New Business
 - a. Andrea starts a discussion about the ERTD Newsletter, and solicits additions from the committee. David Quinn offers the help of Quinn & Hary in getting this newsletter off the ground, with suggestions for content.
 - b. Lori Corriveau requests advanced viewing of creative content from Quinn & Hary prior to the Marketing Committee meetings.
 7. Fran Kefalas motions to adjourn the meeting. Stephen Gencarella seconds. The meeting adjourns at 10:06am.