



Eastern Regional Tourism District Marketing Committee

Regular Meeting

April 19, 2024 at 9:00am

Zoom

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

Meeting ID: 826 6592 9987

Password: 614837

Meeting Minutes

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

Guests: Rachel Lenda, Tony Sheridan, Andrea Manning, David Quinn, David Jensen, Julia Florence, Mark Walters, Jillian Lozier

1. Call to Order - The meeting came to order at 9:02am.
2. Meeting Minutes Approval - 3/15/24 - Minor edits were identified. Stephen Gencarella makes a motion to approve, with edits. Wendy Russell seconds. With a unanimous vote, the motion passes.
3. Media Agency RFP - Review of process and language - Jill St. Clair makes a motion to roll this agenda item into New and Old Business. Stephen Gencarella seconds. Motion passes.
4. Updated 2024 Brochure Approval - Quinn & Hary is working on edits and updates to the suite of 7 brochures, following in-depth proofing. The final designs will be distributed by email after COT approval.

5. Quinn & Hary Update - David Quinn and David Jensen present a recap of the success of the current campaign, followed by the new creative that aligns with the State's "Make It Here" campaign. Discussion is held around honing verbiage, flexibility and approved usages and iterations of "Make It Here", and the use of TikTok to promote the region. Following feedback from the committee, Quinn & Hary will update the proposed artwork, and redistribute via email.
6. Old & New Business -
 - a. Media Agency RFP - Discussion is held on process and timing of RFP for Media Agency. Tyra Penn-Gesek makes a motion to pass this item back to the Executive Committee, seconded by Patti George. The motion passes unanimously.
 - b. Tony Sheridan alerts the committee to a possible opportunity to hold an event for National Tourism Week (5/20/24-5/24/24). He will follow up with more details by email.
 - c. A short discussion is held on the need to purchase display collateral with the updated branding for events.
7. Adjournment - Tyra Penn-Gesek makes a motion to adjourn. Stephen Gencarella seconds. With all in favor, the meeting adjourned at 10:20am.