



**Eastern Regional Tourism District
Marketing Committee**

Friday, July 21, 2023 at 9:00am
Zoom

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

Meeting ID: 826 6592 9987
Password: 614837

MINUTES

Attendees: Patti George, Tyra Penn-Gesk, Jill St. Clair, Lori Corriveau, Catherine Foley,
Wendy Russell, Fran Kefalas

Guests: Rachel Lenda, Dave Quinn, Julia Florence, David Jensen, Sue Henrique

1. Call to Order
 - a. The Marketing Committee meeting was called to order at 9:01am by Lori Corriveau.
2. Introductions
 - a. Lori introduced herself as the new Marketing Committee Chair and asked the room to offer introductions.
3. Meeting Minutes Approval - 05/19/2023
 - a. A motion was made to accept the meeting minutes as presented. Jill St. Clair made the first motion and Patti Goerge made the second motion. All in favor - no abstention or opposition. Motion passed.
4. Marketing Plan for FY24 - Funding Application



- a. The Committee discussed various marketing strategies and directions for the upcoming fiscal year. A big part of the discussion focused around self-directed itineraries that involve the entire District. The conversation also discussed the value of print versus digital. Quinn & Hary will be compiling data on the statistics of print versus digital for the District.
 - b. A motion was made for Quinn & Hary to draft a marketing plan to address to the Executive Committee with recommendations made by the Marketing Committee by Catherine Foley. Tyra Penn-Gesek made the second motion. No opposition, motion passed.
5. Quinn & Hary Update
- a. Dave Jensesn and Dave Quinn gave an overview of the current progress of the social media campaign along with the blog content calendar. Their update was tied into the marketing plan for FY24 discussion.
6. Other Business
- a. Rachel discussed the 5% co-op with COT (\$20,000) and that will go toward creating advertisements for the District under the umbrella of the Connecticut Office of Tourism. The committee asked Sue Henrique to put together a scope of work with budgets for upcoming travel and trade shows that the District may want to be involved in. It was also suggested that other regional partners might want to partner with COT on travel and tourism trade shows.
7. Adjournment
- a. A motion was made by Jill St. Clair to adjourn the meeting. Patti George made the second motion. All in favor - adjournment.