



**Eastern Regional Tourism District
Marketing Committee**

Friday, August 18, 2023 at 9:00am
Zoom

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

Meeting ID: 826 6592 9987
Password: 614837

AGENDA

1. Call to Order
2. Meeting Minutes Approval - 07/21/2023
3. Quinn & Hary Update
 - a. Best Practices Research on Digital vs. Print
 - b. Itinerary Building
 - c. New Creative Assets
 - d. Campaign Performance Analytics
4. Festivals and Fairs
 - a. Recap - MOAF
 - b. Big E
 - c. Woodstock Fair
5. Brochure Distribution Results to Date
6. Other Business
7. Adjournment