



**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

Minutes

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

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

1. Call to Order

- a. The meeting was called to order at 9:02am by Lori Corriveau.

2. Meeting Minutes Approval - 07/21/2023

- a. A motion was made to accept the minutes, as presented, from July 21, 2023.

Patti George made the first motion and Jill St. Clair made the second motion.

All in favor - Gina Kunst and Stephen Gencarella for abstentions. No

opposition. Motion passed.

3. Quinn & Hary Update

- a. Best Practices Research on Digital vs. Print

- How consumers make buying decisions about traveling, industry trends of digital ad spend versus traditional ad spend, and best practices on digital vs. print were discussed. Chat GTP was also discussed and its application with how it could be incorporated into



the District's marketing strategy. A high end publication regarding the District's assets was discussed with additional funding from the State.

b. Itinerary Building

- Travelepaws.com; 143k members, itinerary building - discussed pet friendly brochure the District already has in place as a tool to use for itinerary building. The discussion continued about how to capitalize on the itineraries. Using keywords and SEO helps the Agency narrow what kinds of itineraries travelers are looking for. Q&H to send the Committee strong keywords so the Board can think of unique itinerary building. Action item: bring those keywords to the Board of Directors for things to do around the topic that people are looking for. Also to use the newsletter as a vehicle to promote the need for itinerary ideas.

c. New Creative Assets

- The Agency is partnering with popular influencers to create content for the District and shared videos. The material focuses on personalized and custom experiences.

d. Campaign Performance Analytics

- 2023 status on organic social media performance was shared from year-over-year. 2023 status on paid digital advertising was shared. The social media calendar link was shared along with monthly events. Deck will be shared by Rachel to the Committee.

4. Festivals and Fairs

a. Recap - MOAF



- Rachel gave an overview on the Festival. Feedback included soliciting prizes from vendors and offering a drawing for a prize package with ERTD tourism assets. .

b. Big E

- Rachel is waiting to hear back from Rose Bove on the process of the Big E with volunteers and getting materials to distribute. It was suggested that a regional product in small sizes be used as giveaways rather than single use plastic.

c. Woodstock Fair

- Rachel discussed the promotion with The Last Green Valeey's booth at the Woodstock Fair. For the October issue of Connecticut Magazine, the edition will highlight Woodstock, CT. Stephen Gencarella stated he had connections at the publication should anyone want to inquire about being included.

5. Brochure Distribution Results to Date

- a. Rachel shared the update from CTM Media with the number of District brochures distributed and how many brochures are left in stock. Rachel will inquire what the cost of a reprint of the low-inventory brochures are for the 8/28/2023 Finance Committee meeting.

6. Other Business

- a. No other business.

7. Adjournment

- a. Jill St. Clair made a motion to adjourn the meeting followed by a second motion from Stephen Gencarella - meeting adjourned at 10:07am.