



Eastern Regional Tourism District Marketing Committee

Regular Meeting

April 25, 2025 at 9:00am

Zoom

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

Meeting ID: 826 6592 9987

Password: 614837

Meeting Minutes

Attendees: Lori Corriveau, Chris Regan, Jill St. Clair, Stephen Gencarella, Fran

Kefalas, Tyra Penn-Gesek

Guests: Andrea Manning, Rachel Lenda, Jill Larsen, Morgan Nyerick, David Quinn,

Jillian Lozier

1. Call to Order
 - a. Lori Corriveau called the meeting to order at 9:01am
2. Meeting Minutes Approval - 3/21/25
 - a. Stephen Gencarella made a motion to approve the meeting minutes as presented, seconded by Tyra Penn-Gesek. All in favor the motion passed.
3. Tyra Penn-Gesek moved to amend the agenda to include Rachel Lenda and Jill Larsen from the Office of Statewide Marketing and Tourism to the agenda. Fran Kefalas seconded the motion. All in favor, the motion passed.

4. Office of Statewide Marketing & Tourism Update

- a. Lori Corriveau summarized the recent meeting between the district and the Office of Statewide Marketing and Tourism.
- b. Morgan Nyerick updated the committee on the “Make It Here” campaign guidelines, and how to stay in compliance with the brand guidelines. All districts are required to adhere to the “Make IT Here” message, with secondary messaging appearing in the copy of social posts.
- c. An in depth conversation was held regarding the process for campaign approval.
- d. Discussion on the accuracy of specific Arrivalist data related to college students inflating visitation numbers in the Scenic Northeast took place. The Office of Statewide Marketing and Tourism will take this feedback to their meeting with Arrivalist next week.

5. Brochure Updates

- a. RFP Results
 - i. Andrea shared the RFP results for brochure printing and distribution, noting that Phoenix Press has been selected as our printer, and CTM as distributor of brochures. Distribution will begin at the start of May with the remaining stock of brochures from 2024 as they await delivery of the updated brochures for 2025.
- b. Brochures Subcommittee update
 - i. Jill St. Clair reported that the subcommittee started compiling all the lists of live music and are due to reconvene to start designing the music brochure, and creating a mechanism for folks to add new details accessible through a QR code.

6. Mystic Outdoor Art Festival Sponsorship

- a. Discussion about what was successful last year took place, with the committee noting the success of drawing in visitors with stickers.
 - i. Jill St. Clair made a motion to approve the \$1,000 Sponsorship and participation in the Mystic Outdoor Art Festival, with an additional expenditure of \$200 for sticker creation. Tyra

Penn-Gesek seconded. All in favor, the motion passed.

7. Quinn & Hary Update

- a. David Quinn introduced Jillian Lozer for the update
 - i. Jillian Lozier delivered the organic social performance and slight upticks on both FB and insta, noting a large uptick on interaction with reels. Top performing posts continue to be Instagram Reels.
 - ii. Jillian introduced revised creative, which will need further fine tuning to adhere to state guidelines.
 1. The group discussed additional “Make” statements for inclusion in the wider campaign.
 - iii. Upcoming Influencer visit - April - Tiffany Gluckin, (@foodswithfinn) - May - Victoria
 - iv. Updated calendar of events was shared, including items for posting on the CTvisit event calendar as well as for coverage on social media.
 - v. David updated the committee on the completed visual assets, which include diverse imagery. A full accounting of this will be presented at the end of the fiscal year.
 - vi. Upcoming district blogs will include a guide to seafood in eastern CT and a tour of local wineries and breweries.
- b. The committee discussed opportunities to strengthen cultural storytelling in statewide tourism efforts and expressed interest in a more unified, strategic approach from the state.
- c. Questions were raised about the consistency and clarity of state tourism messaging and data, with members encouraging greater alignment with regional priorities.
- d. The group explored how regional marketing efforts, including influencer partnerships and experience-based content, can complement state branding while maintaining local authenticity.

8. Other Business

- a. No other business.

9. Adjournment

- a. Stephen Gencarella made the motion to adjourn the meeting, seconded by Jill St. Clair. All in favor, the meeting adjourned at 10:20am.