



Eastern Regional Tourism District Marketing Committee

Regular Meeting

June 20, 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, Jill St. Clair, Gina Kunst, Wendy Russell, Fran Kefalas,

Patti George

Guests: Andrea Manning, David Jensen

1. Call to Order
 - a. The meeting came to order at 9:02am
2. Meeting Minutes Approval - 4/25/25
 - a. Jill St. Clair made a motion to approve the meeting minutes as presented, seconded by Tyra Penn-Gesek. All in favor, the motion passed.
3. Remaining Funds Expenditure: Influencer Collaboration
 - a. The committee discussed the allocation of \$7,000, previously approved by the Finance Committee, toward influencer collaborations.
 - b. Fran Kefalas suggested focusing on outdoor adventure influencers

who highlight hiking, paddling, and biking rather than general family-oriented content. Jill St. Clair added that solo female hikers in New England could be a good niche.

- c. The committee considered seasonal relevance and return on investment (ROI) for influencers with larger followings versus running a contest. Mountain biking was also identified as a promising focus, especially with the new Pomfret Forest and similar regional assets.
- d. Jill St. Clair made a motion to approve a \$7,000 expenditure for outdoor adventure influencer collaborations, seconded by Tyra Penn-Gesek. All in favor, the motion passed.
- e. The group expressed support for moving forward with this focus and developing a concept for an influencer contest for the next fiscal year.

4. Quinn & Hary Update

- a. David Jensen presented on behalf of Quinn & Hary:
 - i. Q4 results
 - 1. Delivered 5.34 million impressions through paid advertising.
 - 2. Gained 1,259 new Instagram followers and over 251,000 video views.
 - 3. Facebook content reached over 1 million views, with a 51% increase in followers.
 - 4. Blog content on CTvisit.com delivered 2.7 million impressions.
 - 5. Hosted influencer trips (e.g., @victoriaventuring, @massdaytripping, @foodswithfinn) generating 4 unique reels with over 34,000 views.
 - 6. Top-performing posts featured people engaged in activities, rather than scenic views.
 - ii. Upcoming influencer visits:
 - 1. Upcoming visits will feature Jeremy Citro (@massdaytripping) at the Florence Griswold Museum, Jeremy Citro at the Florence Griswold, content on

baby-friendly travel and hidden gems in the Norwich area.

2. Committee members requested ways to promote events in advance to align with influencer coverage.

iii. Upcoming calendar of events

1. Discussion request in reaching those folks to promote their events in advance

iv. The 2024-2025 Visual Asset expansion was briefly discussed along with the draft of the visual asset sharing policy.

5. Other Business

- a. Discussion focused on digital trends, particularly the growing importance of AI tools like ChatGPT and SEO.
- b. Ideas included developing a toolkit on how to optimize marketing with AI for small businesses and nonprofits. This could include tactics, tools, and best practices, and be created by Quinn & Hary for distribution via chambers and regional partners.
- c. The committee expressed interest in a fall presentation on this topic and plans to revisit the concept in September.

6. Adjournment

- a. Gina Kunst made a motion to adjourn the meeting, seconded by Fran Kefalas. All in favor, the meeting adjourned at 9:52am.