



Eastern Regional Tourism District Marketing Committee

Regular Meeting

July 19, 2024 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, Tyra Penn-gesek, Stephen Gencarella, Patti George, Catherine Foley

Guests: Andrea Manning, David Quinn, David Jensen

1. Call to Order - The meeting came to order at 9:03am
2. Meeting Minutes Approval - 6/21/24
 - a. Tyra Penn-Gesek made a motion to approve the meeting minutes from 6/21/24. Stephen Gencarella seconded. All in favor, the motion passed.
3. Quinn & Hary Update
 - a. David Quinn presents a recap of FY24, with final updates on past campaigns and analytics, noting the success of influencer content. Discussion is held around the influencer market, and how to ensure ERTD is hitting the target audience.
 - b. David Jensen presents the proposed Marketing Plan for FY2025 and key strategies for the year ahead. ERTD will continue to build on the successes form the past, focusing on digital campaigns and indexable

content through blog posts. He presents the annual and monthly budget allocations across paid social, programmatic marketing, streaming video/OTT/CTV, boosted content, sponsored content, video and influencer collaborations. Additionally, David presents the community events calendar, blog updates, and a request for content.

- c. Discussion is held around the use of TikTok. The Committee decides to allocate a \$2000 trial balloon to test the market and response on the platform.
4. Marketing Plan for FY25 - Funding Application
 - a. Jill St Clair made a motion to approve the FY25 Marketing Plan as presented by David Quinn and David Jensen. Tyra Penn-Gesek seconded the motion. The motion was approved unanimously.
 5. Mystic Outdoor Art Festival
 - a. Display Collateral
 - b. Prize Baskets
 - c. Volunteers
 - i. Discussion was held on preparations for ERTD's presence at the Mystic Outdoor Art Festival on Sat 8/10 and Sun 8/11, including the purchase of a tent topper with updated branding, collection of baskets to raffle to visitors, and staffing the tent with volunteers.
 6. Airline Trail Map Distribution
 - a. Discussion on the distribution of Airline Trail maps took place. The district will distribute 50% (1,000) of the maps to each of the 8 towns in the district, and hold back 50% (1,000) for the Big E.
 7. Old & New Business
 - a. The committee offered key events for addition to the community calendar.
 8. Adjournment
 - a. Catherine Foley made a motion to adjourn, second by Stephen Gencarella. All in favor the meeting adjourned at 10:24am.