



## **Eastern Regional Tourism District Marketing Committee**

### **Regular Meeting**

August 16, 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, Tyra Penn-Gesek, Stephen Gencarella, Jill St Clair,  
Catherine Foley

Guests: Andrea Manning, Pete Hary, Jillian Lozier, Julia Florence

1. Call to Order - Lori Corriveau called the meeting to order at 9:01am
2. Meeting Minutes Approval - 7/19/24
  - a. Jill St. Clair made a motion to approve the meeting minutes from 7/19/24. Tyra Penn-Gesek seconded. ALI in favor, the motion passed.
3. Quinn & Hary Update
  - a. Jillian Lozier presents the update from Quinn & Hary. She reports on updates from the campaign, noting slight decline on meta when we are scaling budgets up and down, strong performance on organic social media, Airline Trail Map updates, summer social media calendar, district blogs and a call for district blogs, and requests for content.

- b. Julia Florence provides additional information regarding the new inventory updates in ERTD's visual assets.
- c. Pete Hary adds an update on the Oddities and Curiosities brochure as it nears completion, sharing a mockup of the brochure.
  - i. Jill St. Clair brings up an expenditure from a CT based photographer for the licensing rights for 4 photos included in this brochure for \$300.
    - 1. The committee will make a recommendation to the finance committee for this expenditure.

#### 4. Festivals and Fairs

- a. Recap - MOAF
  - i. Andrea Manning reports on the success of ERTD's presence at the Mystic Outdoor Art Festival. Hundreds of brochures were distributed over the course of the weekend, lots of great feedback about ctvisit.com. Volunteer feedback included suggestions for
- b. Big E
  - i. Discussion of ERTD representation at the Big E takes place, with ths

#### 5. Other Business

- a. Andrea Manning alerts the committee to an ask from COT, following a recent request for CTvisit analytics. Rachel Lenda has asked for details on the metrics that would be most useful for ERTD, prompting discussion by the committee. Quinn & Hary will discuss and provide a list of specific metrics requested by ERTD.

b. A Discussion about America 250 takes place, with a focus on possible avenues for ERTD to support this milestone. Suggestions include expansion of grant funding, possible vehicles for coordination including legislative advocacy, partnership with other organizations. Additional suggestions included brochure production, blog content, creative video content, demonstrating a framework to help show the state that this collaborative marketing dollars.

6. Adjournment - Jill St. Clair made a motion to adjourn, seconded by Tyra Penn-Gesek. All in favor, the meeting adjourned at 9:38am