



Eastern Regional Tourism District Marketing Committee

Regular Meeting

October 17, 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, Patti George, Tyra Penn-Gesek, Wendy Russell

Guests: Andrea Manning, David Jensen, Jillian Lozier

1. Call to Order
 - a. Lori Coriveau called the meeting to order at 9:03am
2. Meeting Minutes Approval - 9/19/25
 - a. Patti George made the motion to approve the 9/19 meeting minutes, seconded by Jill St. Clair. All in favor the motion passed.
3. Quinn & Hary Update
 - a. Jillian Lozier delivered the updates on campaign results from the last month
 - i. A summary of recent digital performance was presented. Over the last 30 days, Instagram gained 329 new followers, continuing steady growth beyond the 20 K mark, while Facebook content reached 489 K views. Link clicks increased,

largely directing traffic to CTvisit blog content. Paid campaigns delivered approximately 671 K impressions, consistent with fall averages, and blog amplification through paid ads generated nearly 120 K impressions. Top-performing posts included the Clyde's Cider Mill image and a collaborative New London event post.

- ii. Lozier noted that the first outdoor adventure influencer video had reached almost 15 K views, with two additional influencer trips scheduled that weekend. Content capture efforts were planned in Niantic, Preston, and Ledyard, along with Walktober event coverage to strengthen seasonal storytelling.
- b. Jill St. Clair raised questions about the state's use of the Arrivalist data platform and whether alternative systems such as Placer AI could offer additional insights. David Jensen explained that Arrivalist provides more relevant data for tourism, including origin markets, traveler behavior, and marketing-channel performance, while Placer AI is better suited for retail and restaurant analytics and lacks year-over-year tourism trending. Jensen recommended pursuing a monthly Arrivalist report detailing visitor origins, key channels, and booking trends to inform future marketing decisions.
 - i. The committee agreed this clarification was helpful, noting that while Placer AI offers strong retail data, Arrivalist remains the more accurate tool for measuring regional travel behavior and campaign reach. David Jensen will forward a compilation of the relevant analytics to the committee for consideration when making specific requests to the state regarding Arrivalist data.

4. Formal Review of Media Agency and Recommendation to Executive Committee

- a. Tyra Penn-Gesek moved to enter executive session, seconded by Jill St. Clair. All in favor, the executive session began at 9:17am. Andrea Manning dropped off the meeting.

- b. Jill St. Clair made a motion to come out of executive session, seconded by Tyra Penn-Gesek. All in favor, the executive session ended at 10:16am.

5. Other Business

- a. No other business.

6. Adjournment

- a. Fran Kefalas made a motion to adjourn, seconded by Patti George. All in favor, the meeting adjourned at 10:17am.