



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

### **Regular Meeting**

November 21, 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, Patti Larrow-George, Fran Kefalas

Guests: Andrea Manning, David Jensen, Jillian Lozier

1. Call to Order
  - a. Lori Corriveau called the meeting to order at 9:01am.
2. Meeting Minutes Approval - 10/17/25
  - a. Jill St. Clair made the motion to approve seconded by Patti George.  
All in favor the motion passed.
3. Visual Asset Sharing Policy & Procedure Discussion
  - a. Andrea reported that the state has not yet provided its formal visual asset-sharing procedures, as the responsible staff member is out sick; she will distribute the information once received.

- b. Committee members noted growing concern that new state marketing requirements feel increasingly restrictive despite ERTD's strong performance and history of developing concepts later adopted statewide.
- c. Members agreed the district should remain collaborative while advocating for clearer expectations and greater regional creative flexibility, given differing district practices and the state's push for alignment.
- d. The committee supported compiling questions for the state and requesting a clarifying meeting with OSMT leadership (Anthony, Rachel), paired with a short memo acknowledging statewide successes while outlining ERTD's need for consistent guidance and continued autonomy in creative development.
- e. Approval of this procedure is tabled until further advice and info from the state.

#### 4. Quinn & Hary Update

- a. Lori updated the committee on a 2026 meeting structure balancing forward-looking creative sessions with performance/reporting meetings, aligned to seasonal creative cycles and timed to allow sufficient lead time for review, revision, and state approval. Q&H presented this schedule to the committee for feedback.
- b. Quinn & Hary presented the draft winter creative concept, highlighting "Make It a Season to Explore" and reviewing proposed visuals, noting that seasonal updates must remain within the state's "Make It Here" guardrails while allowing some flexibility through refreshed imagery and light copy variation.
  - i. Committee members provided initial feedback emphasizing non-snow-dependent imagery, the need for broad winter appeal, and the importance of ensuring the campaign reflects authentic regional experiences; Quinn & Hary will produce alternate versions accordingly and circulate them for review.
- c. Jillian Lozier presented the October-November performance and updates on the ongoing campaigns

- i. October–November metrics: +314 Instagram followers, 20,000 Instagram views, ~950,000 Facebook views, 5,900+ link clicks, 1.3M paid impressions, and 177K impressions on paid blog boosts.
- ii. Influencers: Ellen “Likes Spikes” produced two high-performing videos (newest: 16,000+ views). “New England Couple” (117K followers) is a likely future partnership and already produced content through the Think Mystic challenge.
- iii. Quinn & Hary will pull last year’s Cocoa Trail performance numbers for potential reuse.
- iv. Quinn & Hary will distribute the winter creative deck and 2026 timeline, plus alternate versions of “Make It a Season to Explore.”
- v. Committee members will send all winter creative feedback to Lori by **Wednesday, November 26**; Lori will consolidate and return one set to Quinn & Hary for final revisions and state submission.
- vi. Content additions for CTvisit/social may be sent to Emma or Jillian.

## 5. Other Business

- a. Lori reported that an Arrivalist-focused meeting is being scheduled for early December with Arrivalist, Quinn & Hary, and Andrea to clarify what data is available under the state’s contract and how ERTD can access it.
  - i. The committee emphasized that district leadership should be at the table alongside vendors.

## 6. Adjournment

- a. Jill St. Clair motioned to adjourn, seconded by Fran Kefalas. All in favor, the meeting adjourned at 9:46am.