



Eastern Regional Tourism District Marketing Committee

Regular Meeting

February 20, 2026 at 9:00am

Zoom

<https://us02web.zoom.us/j/82665929987?pwd=cituR1hhaFJJemtLWHFBVzBJTHNJZz09>

Meeting ID: 826 6592 9987

Password: 614837

Meeting Minutes

Attendees: Jill St. Clair, Fran Kefalas, Tyra Penn-Gesek, Kathleen Paterson, Wendy

Russell

Guests: Andrea Manning, Joan Taraskiewicz, Jillian Lozier, Pete Hary

1. Call to Order
 - a. Jill St. Clair called the meeting to order at 9:01am.
2. Meeting Minutes Approval - 12/19/25
 - a. Fran Kefalas moved to approve the minutes of 12/19/25, seconded by Tyra Penn-Gesek. All in favor, the motion passed.
3. Brochure Printing and Distribution
 - a. Brochure Printing RFP
 - b. Brochure Distribution RFP
 - i. Andrea reviewed draft RFPs for brochure printing and distribution based on prior ordering patterns and remaining

stock. The committee discussed expanding distribution opportunities across the district and improving tracking of brochure engagement, including potential use of QR-linked landing pages within CTvisit.

- ii. Members also discussed reviewing brochure content for outdated information ahead of printing; Andrea will circulate last year's files for review with edits anticipated ahead of the March meeting to maintain the planned April printing timeline.
- iii. Tyra Penn-Gesek made a motion to approve the RFPs for brochure printing and brochure distribution, seconded by Fran Kefalas. All in favor, the motion passed.

4. Quinn & Hary Update

- a. Jillian Lozier presented draft spring creative concepts for the paid digital campaign within the state's "Make It" framework, including "Make It a Girls' Weekend," "Make It a Little Detour," "Make It a Spring Tradition," and "Make It Your Spring Swing."
- b. Committee feedback focused on messaging that implied short visits rather than longer stays. Members suggested alternatives such as "Make It a Discovery" and recommended incorporating stronger outdoor recreation imagery, particularly spring activities like fishing or hiking.
- c. Quinn & Hary will revise the creative concepts based on committee feedback and circulate updated versions to the committee by email.

5. Other Business

- a. Joan Taraskiewicz shared updates on tourism and economic development efforts in Willington, including agritourism initiatives and interest in developing lodging to support visitors in the northeastern part of the district.
- b. Additional discussion included opportunities to better engage cultural tourism audiences, potential influencer collaborations, and ideas for creative regional engagement campaigns.

6. Adjournment

- a. Tyra Penn-Gesek made a motion to adjourn, seconded by Jill St. Clair. All in favor, the meeting adjourned at 9:51am.