



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

### **Regular Meeting**

March 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, Joan Taraskiewicz

Guests: Andrea Manning, David Jensen, Jillian Lozier

1. Call to Order
  - a. Jill St. Clair called the meeting to order at 9:06am.
2. Meeting Minutes Approval - 2/20/26
  - a. Francesca Kefalas made a motion to approve the February 20, 2026 meeting minutes, seconded by Tyra Penn-Gesek. All in favor, the motion passed.
3. Brochure Updates
  - a. Andrea reviewed submitted brochure edits, noting a mix of minor updates and some content additions.
  - b. Final edits will be compiled and sent to Quinn & Hary, with printing anticipated in early April for May distribution.

- c. RFPs for printing and distribution are in process; one distribution proposal has been received.
- d. All brochures will include QR codes.

#### 4. Quinn & Hary Update

- a. Jillian Lozier presented updates on the ongoing campaigns
  - i. Jillian Lozier presented a Q1 performance overview, noting this period reflects lower seasonal spend with a focus on organic content.
  - ii. Social performance included growth of over 1,300 Instagram followers, more than 1.1 million Facebook views, and a 21% increase in content interactions.
  - iii. Paid campaigns delivered approximately 924,000 impressions, with blog amplification efforts generating over 291,000 impressions following recent content updates.
  - iv. One influencer visit was completed during the period; an additional visit is scheduled for April 1–3 across multiple district locations.
  - v. Spring creative has been approved by the state without revisions and will begin rolling out as campaign spend increases heading into April.
  - vi. Top-performing content during the period focused on seasonal events and activities.

#### 5. Other Business

- a. Jill St. Clair shared plans to conduct an internal audit of the district's visual asset library in coordination with Quinn & Hary and the Chamber, with the goal of consolidating content into a centralized, shareable system.
- b. The committee discussed the upcoming marketing agency RFP process required under the state contract, with a proposed timeline of release in late April, interviews in late May, and recommendation for Board approval in June. CCOG will serve as a neutral host for proposal submissions.

- c. Andrea presented pricing for sticker production for inclusion in Discover New England Summit gift bags (300 units). The committee discussed material options and supported proceeding with a vinyl sticker order within the administrative approval threshold to meet the required timeline.
- d. Discussion included clarification on the role of influencers in marketing campaigns, as well as broader questions regarding tourism development and coordination with local economic development efforts. Follow-up connections will be made offline as needed.
- e. Jill reminded the committee of an upcoming joint budget discussion meeting, which will include input from Quinn & Hary on campaign performance, industry trends, and recommendations for the upcoming fiscal year.

6. Adjournment

- a. Tyra Penn-Gesek made a motion to adjourn, seconded by Fran Kefalas. All in favor, the meeting adjourned at 9:34am.