



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

### **Special Meeting**

March 24, 2026 at 1:00pm

Zoom

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

Meeting ID: 826 6592 9987

Password: 614837

### **Meeting Minutes**

Attendees: Jill St. Clair, Bruce Flax, Shannon Fagan, Fran Kefalas, Tyra

Penn-Gesek

Guests: Andrea Manning, Jillian Lozier

1. Call to Order
  - a. Jill St. Clair called the meeting to order at 1:02pm.
2. Quinn & Hary - campaign review and recommendations
  - a. Jillian Lozier presented on behalf of Quinn & Hary
    - i. Jillian provided a performance overview of ongoing campaigns, noting strong digital engagement, continued growth across social platforms, and the effectiveness of influencer partnerships in expanding reach and driving audience engagement.
    - ii. The Committee discussed increasing constraints associated

with the statewide campaign framework and the need to adapt accordingly.

- iii. Emphasis was placed on prioritizing channels that allow for greater creative flexibility, particularly video content and influencer-driven storytelling.

3. Discussion and development of FY2027 budget

- a. The Committee discussed the development of the FY2027 budget, including review of current allocations and consideration of adjustments across marketing and operational line items, with discussion referencing anticipated participation in Discover New England in April 2027 and related costs.
- b. Discussion included anticipated increases in audit and brochure distribution expenses, as well as consideration of reallocating funds within existing marketing categories, including support for influencer collaboration within the broader digital marketing budget.
- c. Tyra Penn-Gesek made a motion to approve the draft FY2027 budget for recommendation to the Executive Committee and full Board, seconded by Fran Kefalas.. All in favor, the motion passed.

4. Adjournment

- a. Tyra Penn-Gesek made a motion to adjourn, seconded by Bruce Flax. All in favor, the meeting adjourned at 1:55pm.