



Eastern Regional Tourism District Marketing Committee

Regular Meeting

May 15, 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, Kathleen Paterson

Guests: Andrea Manning, Dave Jensen

1. Call to Order
 - a. Jill St. Clair called the meeting to order at 9:06am.
2. Meeting Minutes Approval - 4/17/26
 - a. Kathleen Paterson made a motion to approve the meeting minutes from 4/17/26, seconded by Fran Kefalas. All in favor, the motion passed.
3. Quinn & Hary Update
 - a. Dave Jensen presented for Quinn & Hary
 - i. Instagram gained approximately 316 new followers.
 - ii. Instagram views increased nearly 6% over the previous reporting period, while interactions increased more than 48%.

- iii. Year-over-year performance metrics, including engagement, clicks, views, and audience growth, showed strong double-digit increases.
 - iv. Facebook views increased approximately 124%, generating nearly 12,000 website link clicks.
 - v. Paid campaigns delivered approximately 2.1 million impressions.
 - vi. A recent influencer campaign generated approximately 45,000 views and 2,700 engagements, reaching a largely new audience.
 - vii. Upcoming content initiatives include Boston/Amtrak travel, ferry and water taxi transportation options, Scenic Northeast driving experiences, and seasonal trip-planning content.
 - b. Committee members discussed opportunities to promote Connecticut United Football Club events, campgrounds, and additional transportation-focused messaging.
 - c. Discussion included potential outreach to visitors from Boston, Albany, and other nearby drive markets.
 - d. Members noted the value of influencer content in generating engagement and identifying future content opportunities.
4. Other Business
- a. St. Clair reported approximately \$6,000 remains unallocated in the current marketing budget and requested committee recommendations.
 - i. Members expressed support for additional influencer campaigns and visual asset development.
 - ii. Discussion focused on transportation-themed content, alternative ways to access the region, and opportunities to highlight Scenic Northeast destinations during the summer season.
 - iii. David Jensen recommended exploring TripAdvisor advertising, Waze and Google Maps placements, FIFA and America

250-related digital advertising, influencer campaigns, and additional content acquisition.

iv. David agreed to provide a written summary of recommendations for Executive Committee consideration.

b. The committee identified potential content opportunities

i. Mansfield summer concerts, Willimantic Third Thursday events, Celebrate Mansfield Festival, and Westford Hill Distillers.

ii. Growing interest in craft beverage tourism and opportunities for future fall-focused content.

iii. Members also discussed the emerging non-alcoholic beverage market and potential tourism-related content opportunities tied to mocktails and alcohol-free experiences.

5. Adjournment

a. Kathleen Paterson made a motion to adjourn, seconded by Jill St. Clair at 10:00am.