



Eastern Regional Tourism District Marketing Committee

Regular Meeting

July 18, 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, Tyra Penn-Gesek, Fran Kefalas, Wendy Russell

Guests: Andrea Manning, David Quinn, Jillian Lozier

1. Call to Order
 - a. Lori Corriveau called the meeting to order at 9:02am.
2. Meeting Minutes Approval - 6/20/25
 - a. Jill St Clair made a motion to approve the meeting minutes, seconded by Tyra Penn-Gesek. All in favor, the motion passed.
3. Quinn & Hary Update
 - a. Jillian Lozier presented the update for Quinn & Hary
 - i. Key performance data from June 2025 includes
 1. 209 million impressions through paid advertising
 2. Increased instagram views by 68%, increased 1.2k followers bringing total followers to 19.9k followers

3. Hosted 2 influencer trips including thejeanmichaeel, massdaytripping, which generated over 37k views combined
 4. Top performing social content include a facebook post on the Rose Arts Festival, and a Reel on the Mansfield Drive-In.
 - ii. Ongoing efforts include content on ctvisit.com, social shares, blogs.
 1. The upcoming calendar for social media was shared as well as district blogs, and the call for content.
 - iii. FY2026 budget overview was presented, noting increase in influencer engagement spend, and overall funding by month indicating the highest spend occurring in early spring for summer planning, a dip in fall months, and a slight increase in December for holiday campaigns.
 1. Discussion regarding how the media spend is applied to boost Fall travel throughout the Northeast took place. The committee further discussed minor adjustments to the budget and how the upcoming influencer visit around outdoor recreation could enhance the fall campaign. The Q&H Team will make adjustments for approval.
4. Approval of Quinn & Hary's plan for the Visual Asset Expansion allocation
 - a. David Quinn summarized the \$13,000 visual asset budget, approved by the Executive Committee and to be overseen by the Marketing Committee. Events targeted would include the Celebrate New London, Brooklyn Fair, and Woodstock Fair events. Other events and venues for consideration include live music, vineyards, hidden gems in the communities that the fairs are located. The remainder of the budget will be used throughout the year to continue the visual asset expansion.
 - b. Discussion included diversifying assets to include underrepresented activities like sailing, nighttime photography, and regional farmers markets. Other suggestions for future asset capture include Music in

the Square, Rock the Docks, and other live music events, sailing excursions, vineyards, and night sky photography.

5. Other Business

- a. A discussion was held on the Marketing Plan for FY2026, and its inclusion for the FY26 application for funding. Upcoming action will involve collaboration between the administrator and Media Agency to compile this report to include upcoming marketing strategy and metrics. The report will be distributed by email to the Marketing Committee prior to Executive Committee review.
- b. Lori shared development news from Putnam: a boutique hotel with rooftop bar, restaurant, and market is in the works
- c. Airline Grill's new seafood concept is expected to open within the month.

6. Adjournment

- a. Jill St. Clair made a motion to adjourn, seconded by Fran Kefalas. All in favor, the meeting adjourned at 9:49am.