



Eastern Regional Tourism District Marketing Committee

Regular Meeting

August 15, 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, Patti Larrow-George

Guests: Andrea Manning, Jillian Lozier

1. Call to Order
 - a. Lori Corriveau called the meeting to order at 9:01am
2. Meeting Minutes Approval - 7/18/25
 - a. Jill St. Clair made a motion to approve the meeting minutes as presented, seconded by Patti Larrow-George. All in favor the motion passed.
3. Quinn & Hary Update
 - a. Jillian Lozier presented for Quinn & hary
 - i. Jillian reported that the district surpassed 20,000 Instagram followers in July, now at 20.1K, with profile visits up 37% for July and early August. Paid advertising delivered just under 2

million impressions, while blog content promotion generated over 658,000 impressions. Facebook link clicks increased 32%, indicating strong organic engagement.

- ii. Two top-performing posts included a Buttonwood Farm feature and a collaborative reel with the City of New London. Work is underway to finalize outdoor adventure influencers for September, targeting female solo hikers and mountain bikers. Committee members suggested potential lodging and activity ideas, and Jillian will connect Fran Kefalas with Allie from Quinn & Hary to share further location recommendations.
- iii. Upcoming events and blog content continue to be published to CTvisit.com and other listings, with September event updates ongoing. Jillian reminded members to submit content ideas and follow submission guidelines.

4. Visual Asset Sharing Policy Discussion and Recommendation

- a. Jillian provided an overview of the proposed policy, noting its intent to ensure proper sharing and crediting of district-owned visual assets. The policy outlines attribution requirements, brand usage guidelines, an approval process for access requests through the Marketing Committee, and general user responsibilities.

- b. Committee discussion focused on how potential users would know what assets are available. Jillian explained that an internal spreadsheet exists listing assets by town and experience, and that Quinn & Hary could adapt this into a shareable format. Members agreed this would make the process more transparent and user-friendly.

Jill St. Clair made a motion to approve the Visual Asset Sharing Policy as presented, seconded by Fran Kefalas. All in favor, the motion passed.

5. Other Business

- a. Lori Corriveau commended the Mystic Outdoor Art Festival, which she attended for the first time, calling it an impressive event. Andrea Manning reported that ERTD's booth was staffed by nine volunteers

and distributed over 2,500 items, including more than 1,000 ERTD brochures. Oddities & Curiosities and Antiques brochures were the most popular among attendees.

- b. Discussion was held regarding brochure collection for The Big E. Andrea will confirm details with the Connecticut Office of Tourism and suggested starting outreach early. Fran Kefalas offered to transport materials during a scheduled trip for The Last Green Valley, with size limits.
- c. The committee recommended that Finance authorize a \$500 payment to The Last Green Valley to distribute ERTD collateral at the Woodstock Fair.
 - i. Tyra Penn made the motion, seconded by Jill St. Clair. All in favor, the motion passed, with Fran Kefalas abstaining.
- d. Fran announced that the Walktober guide would be available within two weeks, and promoted upcoming events including the Perseids Party in Pachaug State Forest and Taste of the Valley fundraiser. Lori shared that the Airline Grill's reopening has been delayed until 2026 due to construction issues, but the owner is hosting pop-ups around the region.
- e. Tyra Penn Gesek made a motion to recommend \$500 payment to the Last Green Valley to distribute ERTD brochure at the Woodstock Fair, seconded by Jill St. Clair. Fran Kefalas abstained from the vote. All else in favor, the motion passed.

6. Adjournment

- a. Jill St. Clair made a motion to adjourn, seconded by Patti Larrow-George. All in favor, the motion passed. The meeting adjourned at 9:27 AM.