



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

### **Regular Meeting**

September 19, 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, Gina Kunst

Guests: Andrea Manning, David Quinn, Jillian Lozier

1. Call to Order
  - a. Lori Corriveau called the meeting to order at 9:01am.
2. Meeting Minutes Approval - 8/15/25
  - a. Motion to approve the 8/15/25 minutes made by Tyra Penn-Gesek; seconded by Jill St. Clair; motion passed unanimously
3. Quinn & Hary Update
  - a. David Quinn and Jillian Lozier presented, foregoing updates on the metrics as this was shared in yesterday's full Board Meeting.
    - i. Q&H presented refreshed fall creative aligned to the statewide "Make It" campaign requirements including a headline statement plus "Make It Here" lock-up. Four variations were proposed to enable rotation and broad regional representation.

1. Committee gave feedback on the “Make it a Toast to Fall” typography, requesting it to be updated for consistency, and to swap out imagery to include
2. Q&H will submit revised creative to the State for approval and CC the committee to expedite the fall launch. If the State requests changes, Q&H will revise and preview with the committee; an overview will be shared with the Executive Committee.

ii. Visual Asset Sharing Policy

1. Q&H noted Executive Committee approval of the Visual Asset Sharing Policy and sought endorsement to proceed with mutual content sharing with the State.
2. Requested edits include removal of “Draft” from the document and addition of the ERTD logo at the top before distribution.
3. Committee consensus is to proceed with outreach to the State on reciprocal sharing; feature the policy as the headline item in the next newsletter with a simple “how to access” explainer and recent performance stats.

4. Other Business

- a. Agency Performance Review: Lori Corriveau noted a missed March review required by the two-year Q&H contract; Jill St. Clair will circulate a balanced assessment template by Monday, the committee will compile a draft using it, and the Executive Committee will review next steps.
- b. Grant Disbursement & Cash Flow: FY26 contract is awaiting DECD Commissioner signature; Q&H flagged potential campaign pause if funding slips beyond September. Members will escalate with state contacts), and Chair Corriveau will place calls as appropriate.
- c. College/Prep-School Parents Campaign: Committee endorsed a targeted outreach to visiting parents (UConn, Conn College, Pomfret, Marianapolis, etc.); Q&H will inventory schools and draft a uniform creative/link toolkit, members will gather comparable examples (Hanover/Dartmouth, Burlington, SUNY towns), and Tyra Penn-Gesek will invite a Marianapolis administrator to the November meeting.

5. Adjournment

- a. Motion to adjourn was made by Tyra Penn-Gesek; seconded by Jill St. Clair; All in favor, the meeting adjourned at 9:35am.