



Mystic Country

ERTD Marketing Committee

Meeting Minutes

October 22, 2021 9:00AM

Zoom

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

Meeting ID: 826 6592 9987

Password: 614837

1. Chris Regan started the meeting.
2. Approval of prior meeting minutes: Jill makes a motion to approve minutes, Chris Regan second. All approved. Fran abstained.
3. Quinn & Hary update: David Jensen
  - a. Went over the last 90 days of organic social media presence including unique page impressions, engaged users, page fans, posts, and post engagements on Instagram and Facebook.
  - b. Discussed the top performing posts that included B.F. Clyde's Cider Mill.
  - c. Relayed creative assets from the video shoots including The Last Green Valley.
  - d. Fall Creative Concepts – full color fall on the back of COT tourism campaign. “breath of fresh air”
  - e. Dave touched on Miss America organization – they offered a free advertisement.

- f. Dave inquired if the marketing committee was good with their marketing campaign and committee members were good with the content.

#### 4. Regional Marketing Partnership Funding and Additional Funding

- a. Budget is \$50,000
- b. Tony – expressed the importance of a thorough financial report and holding grantees accountable for ensuring timely reports.
- c. Jill St. Clair – weighed in that grant recipients are not familiar with the language of what is required and that she would help facilitate getting these documents to the ERTD.
- d. Fran spoke about the struggles with Norwich losing Jason Vincent and the lapse in leadership because of that.
- e. Overall, the discussion ended with the committee being aware of the shortcomings of the financial reporting and to work together to get these awardees up to date.
- f. Discussed using the same guidelines for the RMPP as FY21. Jill St. Clair inquired if the committee wanted to reduce the funding dollar amount.
- g. Delpha inquired if there could be an incentive for categorizing funding to create a more 'regional approach' in submission of applications for grants.
- h. Tony – discussed the incoming tourism federal money that is available over the next two years – no rush unless we want to get in on the first

round. Encouraged committee members to collaborate with constituents on applying for the funding and generating interest. Gina agreed that there should be more effort.

- i. Prior meeting – under the direction of Rose if there is a certain program to submit a narrative and documentation with no date. Rose reiterated the best practices for submitting a projected program to apply the funds to. It is important to produce a plan, why more money is needed, and to brainstorm with a generic type of outline.
- j. A discussion of the areas of opportunities amongst towns like staffing issues and having the personnel to complete tourism projects – Delpha and Fran contributed to the conversation with their experiences with getting the actual work done.
- k. Tony – giving back \$20k to Adams & Knight – what is that for? Chris Regan – the tourism summit they do. More information required.

- 5. Groton New London Airport signage. An LED flatscreen TV and digital was suggested. Jill St. Clair suggested that this be a narrative for additional tourism money for the state of ct. Additional locations for this kind of digital display suggested were Pomfret Center. Tyra from Thompson offered current information she can share – the price did not incorporate the design. \$27k LED sign with Cirrus is the digital carrier. Tyra offered to send the information to Rachel Lenda.
- 6. Dave Quinn – how do we communicate within ERTD who we are, what we are, and how they can weigh in, how to understand the brand more.

Suggested a committee for internal marketing and internal communication – the ‘business of tourism.’ Several committee members agreed that this discussion needs to take place. Delpha, Jill, Chris, agreed.

7. Jill St. Clair pitched an introduction into the RV industry. “Exlportourism” and the nomad traveling industry. Jill shared the RV industry association with sales and user-ship being up 33%. This is an opportunity to capture people to the region. Sites that promote and rent RVs include outdoorsy.com. Jill called outdoorsy to inquire about marketing opportunities. There are not any ‘east coast’ offerings. Is there an opportunity to capture this trend? This was followed up by a discussion on niche markets and the opportunity to put this proposal into a narrative for additional state funding.
8. Meeting adjourned.