



Mystic Country

ERTD Marketing Committee  
Minutes  
Friday, April 22, 2022 at 9:00am

Attendees: Chris Regan, Bruce Flax, Wendy Russell, Jill St. Clair, Tyra Penn-Gesek, Fran Kefalas

Guests: Courtney Coates, David Quinn, Rose Bove

1. Call to Order 9:02AM
2. Marketing Campaign Update - Quinn & Hary
  - a. [Slide deck here.](#)
3. Brochure Development & Distribution Update
  - a. Jill St. Clair presented on the plan for brochure development and distribution. The finance committee has put together a plan for the number of brochures to print and will be going out to RFP for the printing and distribution contracts. Quinn and Hary will be responsible for brochure development. Bruce MacDonald is helping with the content for a Cultural Heritage Trail. There will also be a Booze, Beans and Beverage Trail focusing on signature drinks.
  - b. The committee discussed the content of the new trails and timing for content in order to get them designed prior to the summer season. Content would be due to Quinn & Hary by May 13.
4. Media Agency RFP Process Update
  - a. Courtney provided an update on the RFP process. Responses will be due the third week in May with interviews to follow so the Marketing Committee can make a recommendation to the Executive Committee at their June meeting followed by a full board vote at the annual meeting. This will be for a two-year contract.
5. Other Business
  - a. Bruce Flax provided an update on the 100th anniversary of the Mystic Drawbridge.
6. Adjournment 9:38AM