

**Minutes of a Meeting of the Marketing Committee  
of the Western Connecticut Tourism District  
Friday, March 18, 2022, 10 am Via Zoom Meeting**

Members present via Zoom video conference were: John Baroody, chair; Karen Reddington-Hughes, and Carmen Romeo. Administrative Partner Terry Macary; Joe Giaccone and Christine Smith from Storytellers; and Rose Bove of the Office of Tourism were in attendance.

**Welcome/Additions to the Agenda**

Mr. Baroody called the meeting to order at 10:05 am. There were no additions to the agenda.

**Approval of Minutes**

As there was no quorum, no votes were taken.

**Update from the State**

Ms. Bove discussed a tour from the Office of Tourism to the District, scheduled for April 25. She said the plan was to have 4-6 stops around the district as a way for people to meet the team and Noelle Stevenson, the new director.

**Update from Storytellers**

Ms. Smith gave an update on marketing efforts. She said the Facebook page was up to 16,464 followers, while the Instagram page had topped 1,000 at 1,101. She also shared the draft of the marketing brochure and the spring video.

**Suggestions for the Good of the Order/Adjournment**

With no other business brought before the committee, the meeting was adjourned at 11:00 am.

Respectfully submitted  
Terry Macary, Administrative Partner