

**Minutes of a Meeting of the Executive Committee
of the Western Connecticut Tourism District
Friday, November 13, 2020, 10 am
Via Zoom Meeting**

Members present via Zoom video conference were: Lorenzo Gaudio, First Vice Chair; Gregg Dancho, Michelle Falcone, Lara Green-Kazlauskas, Rachel Kelly, Dawn Nielsen, Carmen Romeo, and John Walsh. Also in attendance were Lynn Ward and Terry Macary, administrative partners.

Welcome

The meeting was called to order at 10:05 am.

Approval of Minutes

Mr. Walsh moved to approve the minutes of the 10/23/2020 meeting as presented; Mr. Dancho seconded. The motion carried.

Additions to the Agenda

No additions to the agenda were made.

Financial Reports

Ms. Macary reviewed the monthly report, noting the expenditures were as approved by the Executive Committee, including payments to Storytellers and the Waterbury Chamber. She also reviewed the balance sheet for the funds being held in the Waterbury Chamber Foundation account; a total of 236,596.84 remained. Mr. Romeo moved to accept the financial statements as presented. Ms. Kelly seconded; the motion carried.

Marketing

Update from the State

Ms. Macary reported the state is updating its website at ctvisit.com, allowing the Regions to have an updated home page, similar to the main home page. She explained the Western District landing page would not change, but the Litchfield Hills and Fairfield County pages would be updated.

Facebook and Instagram Updates

Ms. Macary shared the current Facebook count: 2928 followers. Instagram currently has 165 followers.

Paid Marketing Update

Ms. Macary reported the paid marketing has been going well, with 2590 page views in the last month. Ms. Green-Kazlauskas asked about a way to include all 63 towns in the district. Mr. Romeo noted that Ms. Macary has been tracking the posts and would be able to note which towns that have not been featured. Members discussed different options for posts, as the state

continues to stay in Phase 2, including educational posts, history posts and a renewed focus on curbside pickup.

November Board Meeting/Annual Meeting

Ms. Macary noted the full Board/Annual Meeting will take place November 18, and the slate of officers and agenda had been sent to Board members, the secretary of state's office, and the town clerks.

One-Eleven Update

Ms. Macary reported that One Eleven had not yet responded to the committee's questions, but was expected to by the end of the day.

New Business

Mr. Dancho noted that, with the rollback to Phase 2 in the state, it would be important to continue to keep an eye on whatever changes might come. Ms. Nielsen thanked the committee members, saying it was a pleasure to serve on the committee and is looking forward to spending more time with the Marketing Committee. Mr. Walsh also thanked the committee, noting that at the beginning, the District was in bad shape, but the executive committee did a fantastic job and was very happy with the Chamber as the administrative partner. Ms. Ward also thanked the committee, noting the Chamber's Board of Directors is also pleased with the partnership.

With no other business brought before the committee, the meeting was adjourned.

Respectfully submitted

Terry Macary, Administrative Partner