

**Western Connecticut Tourism District  
Board of Directors Meeting**

**Location: Zoom**

**Meeting ID: 839 1412 4032 Password: 541035**

**Date: February 17, 2021 Time: 10:00 am**

**Agenda**

- I. Welcome/Call to Order
- II. Approval of Minutes of 11/18/2020 Meeting \*
- III. Additions to the Agenda
- IV. Communications/New Business
- V. Financial Report\*
- VI. State Marketing Update
  - a. Randy Fiveash and Team
- VII. Marketing Committee/Storytellers
  - a. Social Media Update
  - b. 2021 Marketing Plans
  - c. One-Eleven Update
- VIII. Mobile App
- IX. Best Practices: How to Reach Tourism Destinations
- X. Call to Action
  - a. Be sure to like and share our Facebook page: facebook.com/visitwesternct and our Instagram page: instagram.com/visit\_westernct/
  - b. Help us promote your local venues: share their Facebook pages with us, recommend they share photos with us, fill out our Google Form for attractions, and become a partner on ctvisit.com
  - c. Share photos and video to be used by the District and State for marketing purposes
- XI. Suggestions for the Good of the Order/Adjournment

\*Action Item

**Additional information**

- Upcoming meetings: 2021 Board of Directors Quarterly Meeting, third Wednesday of the month. Until further notice, meetings will remain virtual, following state guidance.
  - April 21, 2021
  - July 21, 2021
  - November 17, 2021



Fairfield County  
Litchfield Hills/  
Naugatuck Valley

**Executive Committee**

**Chairman**

Gregg Dancho, Stratford  
[gdancho@beardsleyzoo.org](mailto:gdancho@beardsleyzoo.org)

**1<sup>st</sup> Vice-Chairman**

Jeff Dunn, Thomaston  
[jeffdunn1@mac.com](mailto:jeffdunn1@mac.com)

**2<sup>nd</sup> Vice-Chairman**

Lorenzo Gaudio, Roxbury  
[lgaudio@flpfinancial.com](mailto:lgaudio@flpfinancial.com)

**Secretary**

Michelle Falcone, Easton  
[celebrateconnecticut@gmail.com](mailto:celebrateconnecticut@gmail.com)

**Treasurer**

Carmen Romeo, Wolcott  
[carmen@fasciaschocolates.com](mailto:carmen@fasciaschocolates.com)

**Assistant Treasurer**

Rachel Kelly, Torrington  
[kellyscrystalsboutique@gmail.com](mailto:kellyscrystalsboutique@gmail.com)

**Immediate Past Chair**

Craig Nelson, Warren  
[newpreston@hotmail.com](mailto:newpreston@hotmail.com)

**Members at Large**

Annette Einhorn, Stamford  
[annette@stamford-downtown.com](mailto:annette@stamford-downtown.com)

Lara Green Kazlauskas, Winchester  
[LaraKaz69@gmail.com](mailto:LaraKaz69@gmail.com)

Herman Olivera, Monroe  
[hermanolivera@me.com](mailto:hermanolivera@me.com)

Ben Paletsky, Morris  
[bpaletsky@southfarms.org](mailto:bpaletsky@southfarms.org)

Steve Spivak, Ridgefield  
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**Administrative Partner**

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