

**Minutes of a Meeting of the Marketing Committee
of the Western Connecticut Tourism District
Wednesday, February 9, 2022, 10 am Via Zoom Meeting**

Members present via Zoom video conference were: John Baroody, chair; Gregg Dancho, Annette Einhorn, Michelle Falcone, Jeff McHugh, Karen Reddington-Hughes, Tom Roman, Carmen Romeo, and Rowena White. Administrative Partner Terry Macary and Joe Giaccone and Christine Smith from Storytellers 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

Mr. Romeo moved to approve the minutes of the January 19, 2022, minutes as presented. Mr. Baroody seconded; the motion carried.

Update from Storytellers

Ms. Smith gave an update on marketing efforts, saying the plan for the end of the winter is to shoot more footage and save the majority of the media dollars for spring and summer. She said the Facebook page was up to 15,468 followers, while the Instagram page had 981. She said she expected the Instagram followers to reach 1000 by the end of the week.

Ms. Smith reviewed the updated region maps as presented on ctvisit.com. Ms. Macary said that the new borders reflected the wishes of the towns “on the borders” and committee members agreed to send the map to the Board of Directors for approval.

Ms. Smith also reviewed potential printed collateral options for the District. Ms. White said the city of Bridgeport would be able to print the brochures.

Update from the State

In the absence of a representative from the state Office of Tourism, committee members discussed the new campaign. Members noted the new commercial uses footage the District didn’t know existed. Mr. Dancho said he would be speaking with Rose Bove that week and would discuss the concerns of the committee.

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