

**Minutes of a Meeting of the Executive Committee
of the Western Connecticut Tourism District
Wednesday, January 25, 10:00 am, Via Zoom Meeting**

Members present via Zoom video conference were: Bob Burns, Jeff Dunn, Michelle Falcone, Rachel Kelly, Craig Nelson, Christal Preszler, and Carmen Romeo. Also in attendance was Terry Macary, administrative partner.

Welcome/Approval of Minutes

In the chairman's absence, Ms. Macary called the meeting to order at 10:03 am. Mr. Burns moved to accept the minutes of the 12/7/22 meeting; Mr. Nelson seconded. The motion carried with Ms. Preszler abstaining.

Marketing Update

Ms. Macary noted, as the Executive Committee had already agreed to the state's funding requirements for all upcoming trade shows to come from the state's line item, reprints of the WCTD brochure had gone to print. She noted the reprints use the new CTVisit logo and color scheme. The brochures will be available for the trade shows in the first week of February.

State Update

Trade Shows

Ms. Macary reported on the first trade show of the year, the Chicago Travel and Adventure Show, January 13-15. She said the show was primarily a consumer show and was very well attended. She said she believed it was a good use of the District's time.

Website

Ms. Macary noted the updates to the CTVisit website have not been completed, and the new District maps have not been updated. She said the state had hoped to have it finished by the end of 2022.

Financial Report

Ms. Macary reviewed the financial report, noting the District has received two of the four quarters of state funding. She said all items were on or close to budget. She noted the Advertising – Cooperative line item will be where the trade show expenditures will be placed. Mr. Burns moved to accept the financial report as presented. Ms. Kelly seconded; the motion carried.

Mobile App Update

Ms. Macary said she is working with the Fairfield University group to schedule a meeting to get an update on where the project stands.

2023-2024 Grant Process

Noting the District's fiscal year ends June 30, 2023, Ms. Macary said she would be beginning the Grant Process for the 2023-2024 Fiscal Year soon. She said the first step would be budgeting with Storytellers and the Marketing Committee.

Suggestions for the Good of the Order

Mr. Romeo started the discussion of a brochure exchange, where the District would maintain a database of locations looking for brochures to share and a list of venues who wanted to have brochures placed. Ms. Macary said she would begin the work on getting the lists started.

With no other business brought before the committee, the meeting was adjourned at 10:35 am.

Respectfully submitted

Terry Macary, Administrative Partner