

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

Members present via Zoom video conference were: Bob Burns, Jeff Dunn, Michelle Falcone, Lorenzo Gaudio, Rachel Kelly, Shay Nagarsheth, Craig Nelson, Ben Paletsky, Carmen Romeo, and Jen Wastrom. 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 10:05 am. Ms. Falcone moved to accept the minutes of the 9/27/23 meeting as presented; Ms. Wastrom seconded. The motion carried.

Marketing Update

Ms. Macary updated the committee on marketing efforts. Mr. Paletsky asked for the committee to determine a meaningful target for Instagram followers and discussed whether Pinterest would be a viable platform to continue.

App Update

Mr. Gaudio said there is still difficulty in being recognized by Apple and Google Play as a developer. He said the marketing capstone course at Fairfield University is beginning work on its plans.

November Meeting Schedule

Ms. Macary said the full Board meeting will take place November 15 at 3 pm at the Heritage Hotel. She said she would bring brochures to give out at that meeting.

Suggestions for the Good of the Order

With no other business brought before the committee, the meeting was adjourned at 10:45 am.

Respectfully submitted,
Terry Macary, Administrative Partner