

**Minutes of a Meeting of the Executive Committee
of the Western Connecticut Tourism District
Tuesday, December 12, 10:00 am,
Via Zoom Meeting**

Members present via Zoom video conference were: Gregg Dancho, chairman; Bob Burns, Jeff Dunn, Michelle Falcone, Craig Nelson, Ben Paletsky, Carmen Romeo, and Jen Wastrom. Also in attendance was Terry Macary, administrative partner.

Welcome/Approval of Minutes

Mr. Dancho called the meeting to order at 10 am. Ms. Falcone moved to accept the minutes of the 10/25/23 meeting as presented; Ms. Wastrom seconded. The motion carried. Mr. Dancho noted the state is still seeking a Tourism Director.

Financial Report

Ms. Macary reviewed the financial report for the month ending November 30. She noted the first two payments from the state have arrived, for a total of \$200,000. She said all expenses were in line with expectations. Mr. Nelson moved to accept the financial report as presented; Mr. Burns seconded. The motion carried.

Marketing Update

Ms. Macary noted Storytellers is continuing to focus on Instagram growth. Committee members discussed the benefits of physical brochures as well.

App Update

Ms. Macary said the state was not able to help her secure approvals for the app stores and that the District should just go through the process with an individual. Ms. Macary said she would be able to do that, using the administrator@visitwesternconnecticut.com email address. She said ownership could be transferred back to the District at any time. Mr. Nelson moved to have Ms. Macary sign up for the app stores as an individual for initial testing while still seeking a more permanent plan for the mass market. Ms. Falcone seconded; the motion carried.

Trade Show Schedules

Ms. Macary noted that the trade shows begin again after the first of the year, with the American Bus Association in January and Discover New England in April.

Executive Committee Members

Ms. Macary noted that with Shay Nagarsheth leaving as the Danbury appointee, there are now two open spots on the Executive Committee: one for the Danbury region and the other for southern Fairfield County.

2024 Meeting Schedules

Ms. Macary shared the 2024 schedules for the Executive Committee and the full board.

Suggestions for the Good of the Order

With no other business brought before the committee, the meeting was adjourned at 10:40 am.

Respectfully submitted,
Terry Macary, Administrative Partner