

**Minutes of a Meeting of the Executive Committee  
of the Western Connecticut Tourism District  
Wednesday, September 27, 10:00 am, Via Zoom Meeting**

Members present via Zoom video conference were: Jeff Dunn, Michelle Falcone, Lorenzo Gaudio, Rachel Kelly, Shay Nagarsheth, Craig Nelson, 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 10:05 am. Ms. Falcone moved to accept the minutes of the 8/23/23 meeting as presented; Mr. Nelson seconded. The motion carried.

**Financial Report**

Ms. Macary reviewed the second month's financial report, noting there was no real activity yet as the state grant funds had not yet arrived. Mr. Nelson moved to accept the financial report as presented; Mr. Gaudio seconded. The motion carried.

**Marketing Update**

Ms. Macary said the marketing committee and Storytellers had been working on the Executive Committee's request to improve Instagram engagement. She said that while there remains room for improvement, there is progress being made on Instagram. She also noted that the Marketing Committee recommends spending money in the fall for billboards, as the state Office of Tourism is not doing fall billboards. She noted this is a line item in the budget. The Executive Committee agreed that the timing was right to do billboards in the fall.

**App Update**

Ms. Macary said she was still having difficulty being recognized by Apple and Google Play as a developer. Mr. Gaudio said he would reach out to one of the professors at Fairfield University for guidance. He also noted that the marketing capstone class is beginning to work on the project, for market research and other analysis. He said he would ask the capstone students to present at the November board meeting.

**Map Update**

Ms. Macary said all suggestions had been made to the state regarding locations that should be highlighted on the map. She said it was now in their hands.

**November Meeting Schedule**

Ms. Macary said the full Board meeting will take place November 15 at 3 pm at the Heritage Hotel.

**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