Minutes of a Meeting of the Board of Directors of the
Western Connecticut Tourism District
Wednesday, July 15, 2026, at 10 am, via Zoom

Directors present were: Laura Budd, Bob Burns, Jeffrey Dunn, Mady Flynn, George Frantzis, Jennifer Gioffre, Sabrina Godeski, Rachel Kelly, Paula Lazeski, Jeff Luff, Kathleen Maher, Carmen Romeo, Care Verikas, John Voket, Carey Weber, and Rowena White. Others present included: from Storytellers, Joe Giaccone and Chris Smith; from the Waterbury Regional Chamber, Terry Macary; from the Office of Tourism, Jill Larsen; from Adams and Knight, Felicia Lindau; and guests Michelle Gorra, Douglas Lautsen, and Alexa Lopez.

Welcome

Ms. Macary called the meeting to order at 10:00 am.

Marketing Committee/Storytellers

Ms. Smith reviewed the marketing efforts for the District, noting Facebook followers have reached more than 47,000 and Instagram followers are over 38,000. She also reviewed marketing efforts District-wide, including online video marketing and the strong influencer partnership.

Approval of Minutes

Mr. Romeo moved to approve the minutes of the February 18, 2026, meeting as presented; Ms. White seconded. The motion carried.

Financial Report

Ms. Macary reviewed the year-end financial report, noting as per state contract, all funds were expended, leaving a zero balance. Mr. Voket moved to accept the financial report as presented; Mr. Frantzis seconded. The motion carried.

2027 Grant Process

Ms. Macary noted that with the start of the new fiscal year, the new grant process will also begin. She said the final reporting has been completed, with one more document to be submitted by the end of the day.

Vendor RFPs

Mr. Romeo reported that, as per state requirement, the District solicited bids for the administrator, marketing, and auditor contracts. The Waterbury Regional Chamber was retained as administrative partner; Zackin Zimyeski Sullivan was retained as auditor; and after an interview process, Storytellers was retained as marketing partner.

State Update

Ms. Larsen shared several updates from the state Office of Statewide Marketing and Tourism. She noted the America250 campaign reached two billion earned media impressions and a three percent increase in website visitation. She said fall campaigns will include the Haunted History

trail, a TV to table campaign, and the Big E. She also noted that Discover New England will take place in Connecticut this year and encouraged board members to get involved.

Suggestions for the Good of the Order/Adjournment

Ms. Macary noted the next scheduled meeting will be the annual meeting in November.

With no further business, the meeting was adjourned at 10:50 am.

Respectfully submitted,
Terry Macary
Administrative Partner