

**Western Connecticut Tourism District
Board of Directors Meeting**

Location: Zoom

Meeting ID: 839 1412 4032 Password: 541035

Date: February 17, 2021 Time: 10:00 am

Agenda

- I. Welcome/Call to Order
- II. Approval of Minutes of 11/18/2020 Meeting *
- III. Additions to the Agenda
- IV. Communications/New Business
- V. Financial Report*
- VI. State Marketing Update
 - a. Randy Fiveash and Team
- VII. Marketing Committee/Storytellers
 - a. Social Media Update
 - b. 2021 Marketing Plans
 - c. One-Eleven Update
- VIII. Mobile App
- IX. Best Practices: How to Reach Tourism Destinations
- X. Call to Action
 - a. Be sure to like and share our Facebook page: facebook.com/visitwesternct and our Instagram page: instagram.com/visit_westernct/
 - b. Help us promote your local venues: share their Facebook pages with us, recommend they share photos with us, fill out our Google Form for attractions, and become a partner on ctvisit.com
 - c. Share photos and video to be used by the District and State for marketing purposes
- XI. Suggestions for the Good of the Order/Adjournment

*Action Item

Additional information

- Upcoming meetings: 2021 Board of Directors Quarterly Meeting, third Wednesday of the month. Until further notice, meetings will remain virtual, following state guidance.
 - April 21, 2021
 - July 21, 2021
 - November 17, 2021



Fairfield County
Litchfield Hills/
Naugatuck Valley

Executive Committee

Chairman

Gregg Dancho, Stratford
gdancho@beardsleyzoo.org

1st Vice-Chairman

Jeff Dunn, Thomaston
jeffdunn1@mac.com

2nd Vice-Chairman

Lorenzo Gaudio, Roxbury
lgaudio@flpfinancial.com

Secretary

Michelle Falcone, Easton
celebrateconnecticut@gmail.com

Treasurer

Carmen Romeo, Wolcott
carmen@fasciaschocolates.com

Assistant Treasurer

Rachel Kelly, Torrington
kellyscrystalsboutique@gmail.com

Immediate Past Chair

Craig Nelson, Warren
newpreston@hotmail.com

Members at Large

Annette Einhorn, Stamford
annette@stamford-downtown.com

Lara Green Kazlauskas, Winchester
LaraKaz69@gmail.com

Herman Olivera, Monroe
hermanolivera@me.com

Ben Paletsky, Morris
bpaletsky@southfarms.org

Steve Spivak, Ridgefield
srspivak@aol.com

Administrative Partner

Terry Macary
(203) 757-0701
Administrator@visitwesternconnecticut.com