

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

Location: Zoom

Meeting ID: 839 1412 4032 Password: 541035

Date: November 17, 2021 Time: 10:10 am

Agenda

- I. Welcome/Call to Order
- II. Approval of Minutes of 7/21/2021 Meeting *
- III. Additions to the Agenda
- IV. Communications/New Business
- V. Financial Report*
- VI. At-Large Board Members*
- VII. Tools and Tips for Outreach
- VIII. State Marketing Update
- IX. Marketing Committee/Storytellers
 - a. Social Media Update
- 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: 2022 Board of Directors Quarterly Meeting, third Wednesday of the month. Until further notice, meetings will remain virtual.
 - February 16, 2022
 - April 20, 2022
 - July 20, 2022
 - November 16, 2022



Fairfield County
Litchfield Hills/
Naugatuck Valley

2021 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

Herman Olivera, Monroe
hermanolivera@me.com

Ben Paletsky, Morris
bpaletsky@southfarms.org

Steve Spivak, Ridgefield
rspivak@aol.com

Administrative Partner

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