

**Minutes of a Meeting of the Executive Committee  
of the Western Connecticut Tourism District  
Friday, January 8, 2021, 9 am  
Via Zoom Meeting**

Members present via Zoom video conference were: Annette Einhorn, Michelle Falcone, Lorenzo Gaudio, Rachel Kelly, Craig Nelson, Ben Paletsky, Carmen Romeo and Steve Spivak. Also in attendance were Terry Macary and Lynn Ward, administrative partners.

**Welcome**

The meeting was called to order at 9:06 am.

**Approval of Minutes**

Mr. Nelson moved to approve the minutes of the 12/11/2020 meeting as presented; Mr. Romeo seconded. The motion carried.

**Additions to the Agenda**

No additions to the agenda were made. Mr. Spivak began a discussion of creating a master calendar of events for the district. Ms. Macary said that was something the Marketing Committee and Storytellers could work on.

**Financial Report**

**Reports**

Ms. Macary reviewed the financial reports. She noted that the first two payments from the state had been received, totaling \$200,000. She reviewed the reserved Fund Balance, noting there was no change from November's report: \$226,346.84. Ms. Macary reviewed the Balance Sheet and P&L report, noting the total equity is \$452,186.29. Mr. Nelson moved to accept the financial reports as presented; Ms. Kelly seconded. The motion carried.

**Grant Update/Audit Update**

Ms. Macary reported that the next payment from the state of \$100,00 was expected before the end of January, and the District was now on a regular quarterly payment from the state. Ms. Macary also updated the committee on the status of the financial audit, being performed by Zackin Zimyeski Sullivan CPAs. She said the audit was still in process, and was moving forward.

**Marketing**

**Facebook/Instagram Updates**

Ms. Macary reported the Facebook page has 3125 followers, while the Instagram page has 192. She noted there had only been organic posts over the holiday season, and that Storytellers would be presenting a late winter/spring plan to the Marketing Committee. Mr. Romeo asked that the discussion of the mobile app be placed on the next Executive Committee agenda. Mr. Romeo also began a discussion about outreach to the District's newspapers, both daily and weekly. He

said the District's activities would be a good positive interest story. Mr. Paletsky agreed, noting it would be a good way to promote Facebook and build visibility. Mr. Gaudio also noted that, hopefully, business would begin to pick back in up March and April; Mr. Romeo suggested some sort of small giveaways. It was agreed to have the Marketing Committee look into some ideas.

### **New Business**

No new business was brought before the committee.

### **Suggestions for the Good of the Order**

Mr. Gaudio reported he had started a new position with FLP Associates and noted he has a new email address.

Mr. Romeo asked about becoming a "one-stop shop" for things to do in the District; Mr. Spivak suggested working with TripAdvisor. Ms. Macary noted that any outreach of that nature would have to be approved by the COT.

With no other business brought before the committee, the meeting was adjourned at 9:38 am.

Respectfully submitted

Terry Macary, Administrative Partner