

[NOTE: These minutes are made available to the public prior to Tourism Commission acceptance.]

WETHERSFIELD TOURISM COMMISSION
Meeting: Tuesday January 30, 2007 at 5:30 p.m.
Town Manager's Conference Room
MINUTES

Call to Order: The meeting was called to order at 5:31 p.m. by Acting Chair Chris Traczyk.

Attendance: Members in Attendance Elaine St. Onge, Acting Chair Chris Traczyk, Joan Hughes, Charlie Forsdick (via phone) , Ken Sokolowski, Anne Kuckro, Ellen Goldberg, Gerry Munroe, Charles Ford, Paul Montinieri

Public Comments: None

Minutes: Elaine St. Onge states that one correction should be made to [the Minutes of the November 28 meeting](#) - under the "Website Report" - it should state that "Ellen" was not present at the meeting. Anne Kuckro made a motion to approve the November meeting minutes with the noted change, Elaine St. Onge seconded the motion and the vote showed all members in favor.

Announcements/ Introductions: Ken Sokolowski was introduced as a new member representing the Chamber of Commerce.

Reports:

Website:

Lloyd Goldberg attended this meeting. He is the webmaster of the Tourism Commission's Website. Lloyd will no longer be the webmaster for this site as of the end of February. It is Lloyd's contention that this job is an estimated 4-6 hours per month in terms of maintenance and upkeep. This estimate does not include any significant changes to the site.

There is a vacancy for a webmaster for this site. Peter Gillespie said that the Town Manager has offered the Town WebMaster, Tom Hemphill, to help out temporarily until the Tourism Commission has gotten a new full time webmaster.

Acting Chair Chris Traczyk asked Lloyd to give us his ideas on improving the Commission's Website. Lloyd said that right now the site is simple - geared more for an older audience. He also stated that the site is very user-friendly. The biggest issue that should be addressed is the content of the site. When the site was first created, there was a high volume of information from the various groups and businesses. The Events Calendar is not being used as frequently even though there is an online submission available. Lloyd also suggested the Commission bring back the "Featured Event" idea - wherein there would be pictures and content of an upcoming event when you open up the page. This would help since the lack of content submission is making the site stagnant. The "Featured Home" should be changed at least once a month however there have been no new submissions for that either in the last 6 months. A potential issue that Lloyd presented is that the pictures for the "Featured Home" were supposed to be from Lois. Can others give pictures as well or would there be a conflict?

Charles Forsdick suggests that the group asked the Town Council to charge someone with the sole responsibility of getting the information to update the site and the Events Calendar. The majority felt that this should not be charged to anyone outside of the Tourism Commission. Chris Traczyk suggested that all the calendars on the Town website be synced so that all events are on one Event Calendar rather than having multiple Town Calendars.

Gerry Munroe suggested that anytime things are added to the Calendar, Featured Events, the Commission should send it out to all the groups that are linked to the Tourism Commission's site. Lloyd stated that there are links to other sites on the Commission's site and that most are reciprocal links. There is a need to check the business links that are listed on the Commission's website to make sure that they have the Commission's link on their respective sites.

Shopping Page:

This page should list shops both in Old Wethersfield and the rest of the town. Currently the shops are listed are concentrated in the Old Wethersfield area. If the shops have a weblink - it should be listed on this page with pictures of the shop.

Accommodation Page:

This page lists the hotels and Bed & Breakfasts in the area however there are no pictures and the weblinks that are listed on the Commission's site are not reciprocal sites.

Group Tours Page:

This page does not have enough information. There should at least be a designated contact person named on the page. Possibly add an Itinerary for 1 or 2 day tours.

Charlie Forsdick then made a Motion that the duties of Webmaster be transferred to Tom Hemphill at the end of February. This transfer of duties will be temporary until the Tourism Commission finds a new Webmaster. Ellen Goldberg seconded the motion and the vote showed all members in favor.

Luncheon Meeting with Valley Tourism and the Convention Center:

Paul Montinieri gave the summary of this luncheon. Contacts at the Convention Center were Anne and Diane. An insert from the Tourism Commission should be created so that it can be placed in the information packages that the Convention Center distributes. It was noted at this meeting that once our Pamphlet is inserted in the Convention Center's packages, the Tourism Commission's Events Calendar will have to be updated regularly. Paul will follow up with Anne and Diane to ensure that this relationship evolves.

2007-2008 Budget:

Peter Gillespie put together a Budget based on last year's costs. It should be noted that "Fam Tour" should be "Business Development" and that the amount needed should be \$3,500.00. Print Advertising should be reduced from \$20,000.00. The Website budget should be increased due to the need for a new Webmaster and because the website should have a greater focus.

Chris Traczyk made a motion to accept the Budget Proposal - Motion seconded by Anne Kuckro - the vote showed all members in favor.

At 6:50 p.m. Chris Traczyk asked if there were any other items that needed action on. No other items were presented. Chris Traczyk then made a motion to waive the rest of the agenda due to time constraints and due to another commission using the conference room. Gerry Munroe seconded - Motion passed - the vote showed all members in favor.

Gerry Munroe made a Motion to Adjourn at 6:55 p.m. - motion was seconded by Chris Traczyk - Motion Passed - all members were in favor of the motion.

Next meeting is February 27, 2007 @ 5:30 p.m.

Respectfully Submitted

Megan Hickey

Recording Secretary