

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

WETHERSFIELD TOURISM COMMISSION
Meeting: Tuesday, February 27, 2007 5:30 PM
Town Manager's Conference Room
MINUTES

Call to Order - The meeting was called to order at 5:34 p.m. by Acting Chair Chris Traczyk.

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

Public Comments - None.

Approval of [Minutes - January Meeting](#) - Ken Sokolowski asked to amend the meeting Minutes to change "Lois" on p. 2, first paragraph of the January Minutes to be "Lois Clark". Furthermore Ken Sokolowski would like to amend "FamTour" to include its definition which is familiarization. Charlie Forsdick would like to amend paragraph 2 on page 2 to say that the Town should charge one person to update all the Town Calendars so that all of them would be synced with each other. Motion made for the Approval with the Minutes as Amended made by Elaine St. Onge, Seconded by Joan Hughes. Minutes, as amended, were approved unanimously.

Announcements/Introductions - None

REPORTS:

Preserve America

Charlie Ford, Anne Kuckro and Chris Traczyk attended a meeting discussing the Public Forums and Focus Group Meetings. Focus Group Meetings are scheduled for 3/21 and 3/22. There will be a Public Forum to get Community input in developing the Historic District. The Focus Groups are comprised of the following groups: Cove Park, Shopkeepers Assoc. of Old Wethersfield, and the Rest of the Wethersfield Business Community outside of Old Wethersfield and a meeting with the Heritage/Historic sites.

There will also be "Cottage Meetings" aka "Home Setting Meetings" held for interaction with the public for resident suggestions. The Town is looking for residents to host 8-10 people in March or April. A person from the Town Staff will be charged with the training of the resident hosts so that the meetings remained focused on developing the Historical District.

On March 21, there will be a Public Forum - time and location are TBA.

Tourism DVD:

Anne Kuckro: No report.

Website:

Lloyd Goldberg has officially given the job of web master over to Tom Hemphill. Tom will temporarily administer the Tourism website until the Tourism Commission has hired a new web master. Chris Traczyk will talk to Doug Shipman and Doug Lyle about sharing resources.

OLD BUSINESS:

BUDGET:

Peter Gillespie gave the summary of the budget cuts to date from the Budget Request as discussed in the January Meeting. The Town has already cut the Proposed Tourism Budget from the requested \$48,500.00 to \$37,000.00. Peter stated that the budget cuts have not been completed as of the date of the meeting. There may be more budget cuts by the March meeting. The specific areas that were affected by these changes were: Office Supplies, Wayfinding Signage, Marketing Services, Print Advertising, and Trade Shows.

There will be future Town Council meetings in April wherein members of the Tourism Commission can attend and advocate for the Tourism Budget. Peter will send out information as to when these meetings will be scheduled.

CURRENT BUDGET:

Elaine St. Onge discussed the need to find a new supplier for the Tourism folders. Chris Traczyk suggested asking Keiler for a reference for a new supplier.

There is \$600.00 in the current Budget that is to be used for the Promotional Kits for the Tourism Commission.

After the Promotional Kits are completed, there is \$1,200.00 left in the current budget, which should be enough for another advertisement. There is a general concern that if there is money left over in the current budget that the Tourism Commission may not be able to carry any excess over into the 2007-2008 Budget. Peter Gillespie suggests that the Tourism Commission look into an advertisement with CTM. CTM produces free brochure called "What to do in CT" that they distribute all over Connecticut. CTM has already offered to discount the ads that the Tourism Commission already has with CTM for the area brochures if the Tourism Commission were to also advertise in "What to do in Connecticut". Several members of the Tourism Commission express their disappointment with CTM for not mentioning Old Wethersfield in this brochure as of this point. Peter Gillespie will talk to CTM about getting Old Wethersfield Tourism information in this brochure and possibly negotiating a lesser price for the advertisement.

Charlie Ford makes a Motion to negotiate a new contract with CTM to include the local brochure for Old Wethersfield but also to include advertisements in CTM's "What to do in Connecticut" brochure at a discounted rate. By advertising in both there is greater exposure for the historical district.

Anne Kuckro seconded the motion. Motion passed unanimously.

In reference to the excess of \$1,200.00, the members discussed possibilities for where the ad should be placed. There were no affordable alternatives brought up in discussion. The members choose to table this discussion until the March meeting so that Peter or Chris can ask Keiler where they think the best place to place the ad would be.

Charlie Ford asked about if funds were need for the Convention Center leaflets. Funds for the leaflets will be coming from EDIC.

TROLLEY BUS:

Peter Gillespie did the mailing that sent out the rate information. The Trolley information should be placed on the Tourism website. There should be a press release sent to the Chamber of Commerce regarding the Trolley. Paul Montineri will talk to Tom Bascetta at AA Bus in order to get advertising for the historical district inside the Trolley Bus. There will be discounted rates for certain individuals who advertise in the Trolley. Charlie Ford suggests putting the Trolley Bus information in the Travelers Golf Tournament (formerly known as the Buick Open) players' promotional package. There

is a marketing possibility for the players' wives making use of the Trolley Bus during tournament time. Joan Hughes, Charlie Ford and Chris Traczyk volunteer to put together a promotional package for "Trolley Wives" for the Travelers Golf Tournament.

MEMBER VACANCY:

Peter Gillespie will verify how many open vacancies exist on the Tourism Commission. There was a letter sent to Anne Kuckro from Rosemary McCarthy. Ms. McCarthy would like to become involved with the Tourism Commission. Ellen Goldberg also suggested Kate Sullivan from Web Deane Stevens as a possibility. Charlie Ford mentions that the Berlin Turnpike Shopkeepers need representation in the Tourism Commission. Chris Traczyk will go to Carmen Anthony's on the Berlin Turnpike to see if they are willing to send a representative. Peter Gillespie will speak to Bob Yandow. There will be a report from both of them on their efforts at the March meeting.

LUNCH MEETING WITH THE GHVCB ON 3/8/07

Invited attendees are EDIC member, Howard Greenblatt, Doug Shipman, Chris Traczyk, Paul Montineri, Town Manager, and Peter Gillespie

Focus Items:

- How will GHVCB work with the Tourism Commission?
- The GHVCB should furnish the Tourism Commission with an agenda just so they know what will be discussed.

A report on this meeting will be given at the March meeting of the Tourism Commission.

MARKETING ASSISTANCE:

Keiler has submitted a Media Package that contains a variety of information and suggestions. The taglines that Keiler created were met with a lackluster reception by the Tourism Commission because of the lack of onion in the illustration and because there is no link between Wethersfield's history and future. Ken Sokolowski had a variety of suggestions as to how this could be improved. It was unclear as to whether the taglines that Keiler has submitted can be improved upon at this time.

The Media Package contains a "How to" kit for Press Releases and also has contact information for local and New England media installations. "Positively CT" is a program which highlights different town events and items of interest that are town specific.

Elaine St. Onge mentions that the media package specifically makes reference to the Town of Wethersfield website, however there is no specific mention to the Tourism Commission website. There should be a discussion of both.

At this point Charlie Forsdick has to hang up but has two requests:

1. that the new Director of the Web Deane Steven be invited to the next Tourism Meeting
2. Charlie asks for the tabulation for the Democratic Survey - Peter will send Charlie information.

Charlie Ford suggests that specific packages for Day and Weekend Trips be created and be specifically offered in brochures and any marketing material including the website.

There is also no mention of the Scarecrows during October in the media package.

Chris Traczyk questions whether the Tourism Promo Folder was ever reviewed by Keiler because the suggestions they made for additions to the promo package were all items that are contained in the Promo Package. Tourism Commission is looking to get some constructive criticism regarding the

promo folder - specifically looking for suggestions on expansion or any deletions.

Moreover the importance of having all the town calendars synced has become very clear. New information for the website is needed for a fresh update. Peter Gillespie mentions that the Town is in discussion with Keiler to become the new webmaster for the Town however it is still in only the discussion stages due to the lack of budget for a full time webmaster.

GUIDE TO TOWNS

Ken Sokolowski suggests that the Tourism Commission seriously look into this brochure because of the lack of information for the Town of Wethersfield. He states that the past couple of years the only information on Wethersfield was regarding trash collection. There should be information on Old Wethersfield, Trolley Bus, and other various tourism opportunities listed in this marketing tool.

At 6:52p.m. a motion to adjourn was made by Elaine St. Onge and seconded by Ken Sokolowski. The vote of the membership showed all were in favor.

Next Meeting: March 27, 2007, 5:30 PM - Town Managers Conference Room

Respectfully Submitted

Megan Hickey
Recording Secretary