

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

WETHERSFIELD TOURISM COMMISSION
Meeting: Tuesday, April 24, 2007 5:30 PM
Town Manager's Conference Room
MINUTES

Call to Order - The meeting was called to order at 5:41 p.m. by Acting Chair Chris Traczyk.

Attendance - Members in attendance: Acting Chair Chris Traczyk, Elaine St. Onge, Joan Hughes, Charlie Ford, Ken Sokolowski, Ellen Goldberg and Gerry Munroe.

Public Comments - None.

Approval of [Minutes - March Meeting](#) - The following amendments were made to the March Minutes:

Page 2- "Hosting Special Groups" section - it should read Charlie Ford with Anne and Chris

Page 4 - Trolley Bus was misspelled in paragraph 3

Page 5 - Paragraph 6 & 7 - Historic Design Committee should be Historic District Commission

Motion made for the Approval with the Minutes as Amended made by Ken Sokolowski, Seconded by Elaine St. Onge. Minutes, as amended, were approved unanimously.

Announcements/Introductions - None

REPORTS:

Grant Funding:

- Preserve America: Chris Traczyk stated that J. Milner Associates will return for another Public Forum on 5/3/07 at 7 p.m. at Silas Deane Middle School.
- Tourism DVD : No report as Anne Kuckro was on vacation.

Old Business:

- 2007/2008 Budget Meeting: Chris Traczyk spoke before the Town Council during a Budget Working Session. There was no determination made as to the amount of the 2007/2008 Budget for the Tourism Board. The budget will be determined by June.

Chris said that the Council was concerned that recent marketing schemes were too focused on Old Wethersfield and Historic Wethersfield. The Council stated that they would like to see more of a town focus rather than specific neighborhoods in town. Chris pointed out that the Tourism Board's responsibility is to market Wethersfield as a destination for visitors while EDIC has the responsibility of marketing the town as a whole. Tourism and EDIC agreed that all marketing packages should be consistent in their themes and branding whether the package is coming from Tourism or EDIC.

- Trolley Bus: Paul Montineri sent a draft of the wording for the Trolley advertising to Peter Gillespie and Chris Traczyk. The members discussed the draft and decided that it was too generic due to the lack of information on the Trolley Bus. Basic rate information and scheduling information should be included. The

wording was focused on AA Transportation potential rather than marketing the Trolley Bus and its potential. Chris Traczyk will email Paul Montineri regarding the draft from AA Transportation and its possible changes.

- Website: The members discussed changes / updates that need to be made to the website. There should be a promo piece on the Trolley Bus linked to the Tourism website. At the very least there should be rate, contact, and schedule information regarding the Trolley Bus.

Ellen Goldberg stated that the information on the website has not been updated since February. The reason there have been no updates is the lack of information coming in regarding events. The members discussed how to get information and determined that there should be individuals charged with calling different groups to obtain their event calendars. The tourism calendar should be linked with all the other calendars for the various tourism entities around town.

When the discussion turned to who should be charged with this responsibility, the members stated it should be staff position and not reliant on a volunteer but that there were no funds for this position. It was suggested that the Board contact "Seniornet" for a possible volunteer. Gerry Munroe will contact Donna Mattson from "Seniornet".

- Member Vacancy - Berlin Turnpike Representative: There was no new information about a potential representative. Chris Traczyk said that Carmen Anthony's has not returned her call. She will contact them again.
- CT XPO for Business: Mark Swaggerty sent Peter Gillespie the email for this conference.

The members discussed this opportunity and decided that the Tourism Board would not participate in this conference because it was more of a Business to Business networking opportunity rather than a tourism opportunity.

- Governor's Conference on Culture and Tourism 5/1/07 & 5/2/07: The members discussed this opportunity and decided that the Tourism Board would not participate in this conference because it was a workshop focused on the film industry rather than tourism.
- Convention Center: Peter Gillespie was not at this meeting. He will update the members at the May meeting.
- "What to Do in CT" - Brochure The members decided to place an ad in this brochure- the proof of this ad is due 5/4/07. It will be a 1/4 page ad in the summer and fall editions of this brochure. The members decided that the proof will be the same ad that was placed in the Greater Hartford & CT River Valley Visitor's Guide - "Stop, Look & Linger" - the proof will go in "as is"- as it was published in the Visitor's Guide.
- AOPA Expo 10/07: This conference will be held at the Convention Center for Airline pilots and owners. Chris Traczyk had the schedule of events for this conference. She will send a tourism package to the event organizers. The package will be similar to the one that was sent to the Travelers Championship organizers. Elaine St. Onge will help Chris put that package together.
- Publications: The members discussed publications that should have ads placed in them. The members decided that they would prefer not to place an ad in the 2008 Greater Hartford Guest Guide but would place ads in CT Traveler and AAA-Journeys. Elaine St. Onge will contact AAA & CT Traveler - Auto Club regarding these marketing opportunities prior to making a final decision.
- 1/2 Fam Tour: Elaine St. Onge drafted a suggested itinerary for Paul Mayer. The draft portrayed one of many possible tours that could be created for the "International Fam Tour" or the "Discover New England Fam Tour". The tour that Elaine drafted was more of an acquaintance tour than an in depth tour. The members discussed a tour that would last from 1 p.m. to 4:15 p.m. where the group would have the opportunity to visit one major house with some time for a little shopping as well as tea at "Mainly Tea". Elaine St. Onge will contact Doug Shipman and Dana from Mainly Tea to see if they are able to participate. Ellen Goldberg will talk to Charles Lyle about Webb Deane Stevens participation. Chris Traczyk will then forward a suggested itinerary to Paul Mayer once the participants have made a commitment.
- Convention Center Advertising: Elaine St. Onge spoke with Trish Deetz from Expovision (the marketing

group for the Convention Center). Trish Deetz stated that no group will be allowed to distribute flyers / brochures in the convention center unless that purchase a backlit display in the lobby of the Convention Center with a one year commitment to the display. Elaine St. Onge emailed Peter Gillespie about this issue. Gerry Munroe will contact Katie Blint and ask her to come to the May Tourism Board Meeting regarding this issue and advertising at the Convention Center. Gerry will also talk to the Cabelas representative about coming to the May Tourism Board Meeting.

- Member Terms: Charlie Ford and Ellen Goldberg received phone calls regarding their terms as members of the Tourism Board. Their terms will end after the June 2007 meeting. Charlie Ford will continue on after the June meeting. Ellen Goldberg is stepping down after the June meeting. Katie Sullivan will represent the Webb Deane Stevens beginning in July 2007.

At 7:02 p.m. A motion to adjourn was made by Ken Sokolowski and seconded by Elaine St. Onge. The vote of the membership showed all were in favor.

Next Meeting: May 29, 2007, 5:30 PM - Town Managers Conference Room

Respectfully Submitted

Megan Hickey
Recording Secretary