

WETHERSFIELD TOURISM COMMISSION
Special Meeting: Wednesday, January 11, 2006 8:30 AM
Town Manager's Conference Room
MINUTES

1. Chairman Charlie Forsdick called the meeting to order at 8:40 A.M.
2. Members in attendance: Chairman Charlie Forsdick, Chris Traczyk, Elaine St. Onge, Carol Bruce, Paul Montinieri, Gerry Munroe, and Anne Kuckro. Also present: Denise Bradley - Assistant Planner.
3. There was no one present from the public to speak.
4. Display Board/March Trade Show - Paul Montinieri commented that Oldham Studios has provided the most competitive option with regards to the budget. The Economic Development and Improvement Commission express support for purchasing the larger, mural size display board. Mr. Montinieri explained that the mural versions usually are priced above \$5,500 but Oldham has offered a discounted price of approximately \$4,000. He described the proposed display board as incorporating visuals of the town that could be modified for specific uses. Gerry Munroe asked what the display board would be used for. Paul Montinieri replied that the first use would be for the tourism convention in Hartford. Paul Montinieri explained that the display board would be easily portable, stored on site at the Town Hall and that he would like to have a prototype of the layout to distribute for the interested parties for feedback. Chairman Forsdick questioned whether it would be cost prohibitive to alter the design in the future. Mr. Montinieri responded that it would not be an inexpensive option. He explained that there are four panels which are eight feet in height for which pictures must be chosen. Gerry Munroe suggested that each of the four panels could reflect the four seasons. Anne Kuckro asked how many pictures could be incorporated. Paul Montinieri replied that there would be enough room to place a significant amount of photos but added that the more were added, the more cluttered the board would become. Carol Bruce remarked that by limiting the number of photos, the display would capture and draw in viewers. Anne Kuckro added that simple is better. Mr. Montinieri noted that he is looking for something that people from outside of town would look at and recognize Wethersfield. Chairman Forsdick asked what the anticipated deadline for ordering the display board is. Paul Montinieri responded that the deadline is set for the 3rd week in February. Chairman Forsdick noted that he likes the approach that has been taken in researching the different options available to the Town and added that he feels it will serve all the stakeholders involved.
5. Old Business

Budget 2006-2007 - Chris Traczyk noted that Peter Gillespie needs to submit the budget by January 31st. A brief discussion ensued regarding the proposed budget. Chris Traczyk asked the Commission if there were any items not included in the draft budget and expressed the need to prioritize it. Ms. Traczyk remarked that last years Tourism Commission budget was \$17,500. Chairman Forsdick noted that all funding related to ongoing projects should be indicated as committed. Chris Traczyk then asked the Commissioners what they felt was the top funding priority. Commissioners Montinieri, St. Onge, Bruce and Chairman Forsdick responded that they viewed print advertisement as being the first funding priority. Commissioners Kuckro and Traczyk responded that media advertisement is their first priority. The top four funding priorities were as follows:

1. Print Advertising
2. Media Advertising
3. Consultant Fees
4. Brochure revision

Anne Kuckro motioned to submit the 2006-2007 budget in the amount of \$71,592. Paul Montinieri seconded the motion and all voted in favor.

Washington-Rochambeau Revolutionary Route Sign - Anne Kuckro presented the final draft of the sign to the Commission. Carol Bruce made a motion to approve the wording, design and placement of the sign. Elaine St. Onge seconded and all members voted in favor.

6. Next Meeting: January 31, 2006, 5:30 PM - Town Managers Conference Room

7. Adjournment - Gerry Munroe motioned to adjourn the meeting at 9:47 A.M. Elaine St. Onge seconded the motion and all voted in favor.

Respectfully submitted,

Denise Bradley, Assistant Planner