

**WETHERSFIELD TOURISM COMMISSION**  
**Regular Meeting: Tuesday, February 28, 2006 5:30 PM**  
**Town Manager's Conference Room**  
**MINUTES**

**Call To Order** - Acting Chair Traczyk called the meeting to order at 5:32 p.m.

**Attendance:** Chris Traczyk, Phil Santopietro, Elaine St. Onge, Ellen Goldberg, Anne Kuckro, Paul Montinieri, Charlie Ford. Not in Attendance: Charlie Forsdick, Gerry Munroe.

**Public Comments** - No one present from the public to speak.

**Approval of Minutes [January Regular Meeting](#)** - Elaine St. Onge motioned to approve the minutes with modifications on page 1 to change Dan Patterson to Don Peterson and the purchase of 2,000 magnets versus 1,000 seconded by Anne Kuckro and all voted in favor.

**Approval of Minutes [February Special Meeting](#)** - Elaine St. Onge motioned to approve the minutes, seconded by Anne Kuckro and all members voted in favor.

**Announcements/Introductions:** No announcements to make.

**Action items from last month**

**Visitor Demographics Survey** - Peter Gillespie reported that he had just received comments from Doug Shipman and from Amy Webb on the survey questions. Anne Kuckro provided visitor information to Peter Gillespie. Elaine St. Onge is compiling visitor zip code information from the Visitor Center. Chris Traczyk stated that Amy Webb believes this detailed visitor information is important to the Strategic Plan process and she may postpone the planning effort until the information has been compiled. Peter Gillespie will talk to Amy about this. A lengthy discussion ensued regarding the survey questions and Peter Gillespie will meet with Doug Shipman to make the necessary changes.

Anne Kuckro stated that the Webb Deane Stevens Museum will conduct surveys.

**Budget 2006-2007** - Chris Traczyk reported that she had met with the Town Manager as part of the budget process and the budget request for \$71,000 will be cut. The members discussed the priorities and will wait to hear from the Town Manager regarding where the cuts will occur.

**Display Board** - Paul Montinieri reported that he has received several comments and feedback and expects to make one more revision next week. The new image looks much better and the size has been reduced. The price should be under \$4,000.

**Reports:**

**Grant Funding** - Preserve America - Peter Gillespie reported that a match of \$13,000 has been submitted as part of next year's budget request and they are waiting for word on the grant request.

**Marketing and Publicity Committee**

**Proposed expenditures for radio advertising** - Elaine St Onge reported that she has been working with public radio on a series of 15 second radio spots and the costs will be \$1,000 for 20, 15 second spots which equates to \$50 per spot. Additionally, they would like to run spots in Massachusetts which would cost \$30 per spot. The intent would be to blanket a week in May and June. The message would be brief due to the 15 second time allocated. Charlie Ford mentioned that the shopkeepers had run cable ads in the past with little

results. Anne Kuckro motioned to authorize Peter Gillespie to enter into a contract with public radio for a series of radio spots in an amount not to exceed \$1900.

**Collateral for June exhibit booth** - Elaine St. Onge reported that the onion seeds have been delivered from Hart Seeds, magnets are to be delivered to Peter Gillespie and the bags will be delivered to the Historical Society. Chris Traczyk requested that a demo of the packets should be presented at the March meeting.

## **Strategic Plan Committee**

**Scope of Services** - National Trust - Status - Responsibilities - Peter Gillespie reported that he had sent Amy Webb the comments on the scope of services and is waiting for a response from her on the dates she plans to come to Town. Chris Traczyk went over a division of the responsibilities:

Anne Kuckro has asked State Tourism to send the latest demographics to Peter Gillespie and handed some statistics from Webb Deane Stevens to Peter. Chris Traczyk asked Ellen to prepare some background research on Deerfield, Mass, and Litchfield, Ct, Phil Santopietro will get information on Chester and Essex, CT. Day Trips to these communities are recommended. Interviews will be scheduled for Doug Shipman, Don, Bonnie Therrien, Chris Traczyk and Charlie Forsdick, Neill Walsh and Peter Gillespie. Small group discussions will be held with hotel operators in the area including those in Glastonbury and Rocky Hill. Meetings with retailers will also be held. Paul Montinieri will put information together on the Convention Center.

## **New Business:**

**Brochure Distribution Contract** - CTM - Peter Gillespie reported that the contract with CTM has been signed and CTM has agreed to a payment schedule of \$1869 through July 1 and the remainder after July 1.

**Request From Paul Gionfriddo** - Silas Deane: The Improbable Hero - Chris Traczyk reviewed the correspondence on this agenda item and Paul Montinieri reported that Doug Shipman's comments were on target. Specifically it is unclear what the funds are to be used for. Anne Kuckro reported that she has been speaking with Mr. Gionfriddo and reported that the project has now developed into a radio script and the costs will now be reduced. The State Historian has reviewed the script and noted some changes. Sovereign Bank is attempting to provide \$1500 which will be given directly to the Webb Deane Stevens Museum and then forwarded to CPTV. Chris Traczyk thanked Anne Kuckro for the clarification on the project and stated that Mr. Gionfriddo should respond directly to the Town Council. Ellen Goldberg motioned to recommend that the Town Council support the funding request as long as Mr. Gionfriddo adequately responds to the comments from the Historical Society, Paul Montinieri seconded the motion and the vote showed all members in favor.

## **Project List/Updates**

Comprehensive list of tours available for individuals and/or groups - No report.

**Tourism DVD** - No report.

**2005/2006 Budget Status** - Peter Gillespie summarized the latest budget status and referred to budget report dated 2/24/2006. \$5,385.35 is available from the general fund, \$3,450 is available from Grant funds and \$1,000 is available in a PO. \$1,900 will be encumbered for radio ads leaving \$3,485.35 in the general fund.

## **RFQ Marketing and Public Relations Services** - Status

Chris Traczyk reported that interviews are scheduled for tomorrow March 1.

**Wayfinding Signage** - Chris Traczyk reported that all stakeholders are invited to a meeting tomorrow morning at 8:30 am to discuss the next steps with this project.

## **Other Business**

Paul Montinieri reported that he has been working with AA Transportation on a 24 passenger shuttle bus that could be used as a Trolley between Old Wethersfield and the Convention Center. Paul reported that he has met with the Convention Center representatives and they have allowed him to identify possible conventions that could utilize this service. The shuttle can be "wrapped" with an exterior design to appear as a trolley and advertising can be available to offset the costs. The wrap will cost \$4,500 and the shuttle can be rented for \$52 per hour. Elaine St. Onge suggested that he Commission should agree to partner with this event in order to support Paul's efforts. Phil Santopietro motioned to have Peter Gillespie earmarked funds in this year's budget to offset costs for the trolley, Elaine St. Onge seconded the motion and the vote showed all members in favor.

Chris Traczyk asked that the zoning in Old Wethersfield should be discussed at the next meeting.

Next Meeting: 5:30 PM April 25, 2006- Town Managers Conference Room

Paul Montinierio motioned to adjourn the meeting at 6:43 p.m., Anne Kuckro seconded the motion and the vote showed all in favor.

Respectfully Submitted

Peter D. Gillespie  
Town Planner/economic Development Manager