

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

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

Call to Order - Chair Forsdick called the meeting to order at 5:37 p.m.

Attendance - Members in attendance - Chair Charlie Forsdick, Vice Chair Chris Traczyk, Anne Kuckro, Phil Santopietro, Charlie Ford, Paul Montinieri, Carol Bruce and Elaine St. Onge. Also in attendance - Peter Gillespie - Town Planner/Economic Development Manager.

Public Comments - No public comments.

Approval of Minutes - April Meeting - Elaine St. Onge motioned to approve [the April, 2006 meeting minutes](#), Charlie Ford seconded the motion and the vote showed all members in favor.

Announcements/Introductions: Chair Forsdick reported that Carol Bruce has declined reappointment to the Commission. Chair Forsdick thanked her for her contributions to Tourism and the Marketing Committee. Phil Santopietro reported that on June 20 at 5pm a grand opening for the Best Western Pool will be held.

Reports:

Grant Funding

Preserve America - Use of funds - Peter Gillespie reported that the agreement with the National Park Service was being reviewed by the Town Attorney and a meeting of the Committee will be held either on June 7 or 12. Mr. Gillespie reported that Chris Traczyk has been asked to represent the Commission.

Marketing and Publicity Committee

Brochure Distribution - Mr. Gillespie reported that 12,000 brochures were delivered to CTM in Stamford by Jim Hall and that Mr. Hall will not be able to continue to deliver the brochures in the future. Paul Montinieri suggested that he may be able to assist in brochure delivery.

Demographic Survey - Charlie Ford noted that the surveys have been delivered and that some surveys have already been completed and returned. Mr. Ford provided a brief summary of the survey results to date. Peter Gillespie will develop a report on the survey results at the end of the season.

Radio Advertising - Elaine St. Onge reported that ads have been running and she will provide Peter Gillespie with the invoices.

Fam Tour Follow up - Paul Montinieri reported that he is working on a few specific convention events planned in the future and has been waiting for the trolley to be completed

Promotion Packet Distribution - New folder design - Elaine St. Onge reported that there are still some promo packets available and that she will be looking for a new firm to design and create the folders. Anne Kuckro offered to work with Elaine on this project..

Assembly and distribution (Including Tour List) - Elaine St. Onge reported that the information packets for the Destination Connecticut event have been assembled.

Publicity

Hotel Guest Guide - Peter Gillespie reported that he has met with representatives from the Hartford Business Journal and a price of \$3,358 was quoted for a full page color ad in this publication. Eric Cavoli will look at the original ad for possible changes. Chris Traczyk motioned to place the full page ad in the Guest Guide for a 2 year period and authorized Peter Gillespie to negotiate a lower rate since only \$3,000 was budgeted for the ad, Paul Montinieri seconded the motion and the vote showed all in favor.

Tourism DVD - Lois Clarke continues to work on this based upon her mobility. Anne Kuckro stated that students from Central Connecticut State University prepared a well done introduction for the Nathan Hale Homestead and she will get the professor's contact information to Peter Gillespie.

Web Site (Include Tour List) - Chris Traczyk will email the tour list brochure to Ellen Goldberg for placement on the web site. Peter Gillespie will send out a reminder for the placement of events on the web site.

Strategic Plan Committee - No report until Preserve America project gets underway.

Way-finding Signage - Chris Traczyk and Peter Gillespie will make a presentation to Council at their earliest availability.

Old Business:

Available Funds - 2005-2006 - Peter Gillespie reported that the Commission will have spent their available funds by the end of the fiscal year and may even exceed their budget which can be covered by the EDIC funds.

Budget: 2006-2007 - Peter Gillespie will email next year's budget to all Commission members.

Business Expo Booth - Collateral & Schedule - Charlie Forsdick, Chris Traczyk, Anne Kuckro, Elaine St. Onge, Carol Bruce, Paul Montinieri and Peter Gillespie volunteered to work the June 1 Destination Connecticut/Business Expo.

Marketing & Publicity Committee Chairperson - Charlie Forsdick suggested that Eric Cavoli might be interested in this position.

Marketing Services Agency - Coop with EDIC - Keiler - Peter Gillespie reported that the Town Attorney had some questions on the agreement, however, we hope to start the project soon. A joint meeting with the marketing committees of EDIC and Tourism will be held to kick off the project.

Trolley/Bus Wrap - Paul Montinieri reported that he is hoping to see a treatment for the trolley exterior this week as the Chamber of Commerce is holding an event at Hart Seed in mid June and would like to use the vehicle. Joseph Merritt will be producing the wrap.

Vacancy - Berlin Tpke. Bus. Rep. - Bob Yandow's name was mentioned as a possible member to represent the Berlin Turnpike business community.

New Business:

WHS kiosk and map - Elaine St. Onge reported that the Society is working on an interior display inside the Keeney Center with a large scale map and brochures and would like permission to use the map from the brochure for the display. Anne Kuckro motioned to approve the use of the map, Chris Traczyk seconded the motion and the vote showed all members in favor.

Expiring Terms - Charlie Forsdick reported that several member terms are expiring soon. Carol Bruce stated that she will not be asking for a reappointment, Anne Kuckro is interested in being reappointed and Phil Santopietro will check with his employers.

Interim Plan - Charlie Forsdick reported that during his winter trip to the Caribbean he had the opportunity to

stop in communities such as Charleston, South Carolina and St. Augustine, Florida, Williamstown, Va and Jamestown, Va and was able to observe some of the initiatives and programs used to attract people to visit. Chair Forsdick will prepare some information for discussion at the next meeting.

Chair Forsdick reported that on June 15 the GHCVB will be holding their Annual Meeting at the Old State House and he encouraged all members to attend and represent the Commission.

Next Meeting: June 27, 2006, 5:30 PM - Town Managers Conference Room

Adjournment - Chair Forsdick adjourned the meeting at 6:57 p.m.

Respectfully Submitted,

Peter D. Gillespie
Town Planner/Economic Development Manager