

## **WETHERSFIELD TOURISM COMMISSION**

**Meeting: Tuesday, June 27, 2006**

**5:30 PM**

**Town Manager's Conference Room**

### **MINUTES**

Call to Order - By Chairman Forsdick at 5:37 p.m.

Attendance - Chair, Charlie Forsdick, Ellen Goldberg, Carol Bruce, Elaine St. Onge, Phil Santopietro, Anne Kuckro, Charlie Ford and Gerry Munroe. Also in attendance; Peter Gillespie, Town Planner.

Approval of [Minutes - May Meeting](#) - Elaine St. Onge motioned to approve the minutes with a correction to page 2, which should read Southern Ct State Univ. in place of Central. Anne Kuckro seconded the motion and the vote showed all members in favor.

Announcements/Introductions: Chair Forsdick thanked Carol Bruce for her volunteer spirit and important contributions as a member of the Commission and noted that she will be missed.

#### **Reports:**

##### Grant Funding

Preserve America - Use of funds -Committee Status - Peter Gillespie reported that a meeting will be held on Thursday June 29 at 6 pm to work on the RFP. Mr. Gillespie stated that the NPS will be involved in the selection process of the consultant and will have to concur with the selection.

##### Marketing and Publicity Committee

[Brochure Distribution] - Elaine St. Onge reported that the June 1 Business Expo was a worthwhile venture and the display board was very well received. The gift bags turned out very well. Elaine questioned whether it was appropriate and necessary to give out the bags to group tour members and it was agreed that it was not necessary. Peter Gillespie has a supply of completed bags for those who may need them.

[Demographic Survey] - Charlie Ford provided an additional number of completed surveys and Peter Gillespie provided Carol Bruce with a box for the comment cards for use by the Webb-Deane-Stevens Museum.

Radio Advertising - Carol Bruce reported that she has heard the ads and they sounded good. Elaine stated that she had forwarded a bill to Peter Gillespie for payment.

##### Promotion Packet Distribution

New folder design - Carol stated that New England Calendar will work with them on a color folder which will be discussed at the next meeting.

##### Publicity

[Hotel Guest Guide] - Charlie Forsdick reminded the Commissioner's about the contract with the HBJ for a full page ad in the Guest Guide. Carol Bruce stated that she had talked to a couple that had found out about Wethersfield from the hotel guest guide. Peter Gillespie reported that the price had been negotiated down to \$3,000.

Tourism DVD - Peter Gillespie will contact Karyl Evans at SCSU. Lois Clarke has agreed to assist on the project.

Web Site - Ellen Goldberg reported that the Calendar of Event content was very slim and a reminder needs to

be sent out. Charlie Forsdick will contact Chris Traczyk to send the Tour List to Ellen for publication on the web site.

Way-finding Signage - Peter Gillespie and Chris Traczyk will present a status report to Council at their July 17 meeting. Charlie Forsdick reported on possible Conn. DOT funds that may be available. A letter was sent to Rep. Guerra to solicit funding for the Town. The design process should be initiated as soon as is possible in partnership with the Preserve America project.

### **Old Business:**

Marketing & Publicity Committee Chairperson - Charlie Forsdick reported that he has not yet found a volunteer to head up this committee.

Trolley/Bus Wrap - Charlie Forsdick reported that the bus wrap may be completed in the next day or two. An event to unveil the trolley needs to be planned for the near future. Peter Gillespie will coordinate with the EDIC and Town Manager's Office.

Vacancy - Berlin Tpke. Bus. Rep. - Charlie Forsdick will talk to Bob Yandow about his interest in serving on the Commission.

Expiring Terms -Joan Hughes is interested in serving on the Commission as an AT Large member.

Interim Plan - Charlie Forsdick will resend an email/ memorandum to all members for discussion at the next meeting and reported that he will present an Annual Report of the Commission's work at the July 17 Council meeting.

### **New Business:**

Gerry Munroe handed out some information on tour itineraries used in Abilene Kansas as an example of what Wethersfield should be doing. Discussion ensued regarding the need to have self-guided tours available for visitors even if it cost money through the use of more detailed brochures or audio tape/cd playing devices. Charlie Forsdick will provide Gerry Munroe with the list of available tours.

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

Adjournment - Chair Forsdick adjourned the meeting at 6:41 pm.

Respectfully Submitted

Peter D. Gillespie  
Town Planner/Economic Development Manager