

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

WETHERSFIELD TOURISM COMMISSION

Meeting: Tuesday, July 25, 2006

5:30 PM

Town Manager's Conference Room

Minutes

Call to Order - Chair Forsdick called the meeting to order at 5:35 pm

Attendance - Members in attendance - Charlie Forsdick, Chair, Ellen Goldberg, Charlie Ford, Elaine St. Onge, Anne Kuckro, Joan Hughes also in attendance - Peter D. Gillespie Town Planner/Economic Development Manager.

Public Comments - No public comments were offered.

Approval of Minutes - June Meeting - Elaine St. Onge motioned to approve [the minutes of the June Tourism Commission meeting](#), Anne Kuckro seconded the motion and the vote showed all members in favor.

Announcements/Introductions:

Joan Hughes - Chair Forsdick recognized and welcomed the newest Commission member Joan Hughes as an at large representative.

Reports:

Grant Funding

Preserve America - Use of funds - RFP Status - Peter Gillespie reported that the RFP has been prepared and will be advertised on Friday, July 28 with a response date of August 17. The intent is to get the recommendation in front of town Council by mid September.

Marketing and Publicity Committee [Brochure Distribution] - Nothing new to report.

Consultant Services - Procedures - Chair Forsdick stated that it is important that all members understand that no individual Commissioners should be talking to or working with any of our contracted consultants without going through the Town Manager or Town Planner i.e. Keiler and Company. Chair Forsdick stated that significant costs could be accrued if proper procedures are not followed. Paul Montinieri has agreed to report each month at the EDIC meeting on Tourism Commission matters and he will also report at Tourism meetings on EDIC matters.

[Demographic Survey] - Chair Forsdick encouraged organizations to have visitors complete the surveys.

[Radio Advertising] - Nothing to report.

Display advertising - Visit CT Package - Chair Forsdick reported that the CT Commission on Culture and Tourism has offered free advertising space on the Visit CT site for a summer special and he will coordinate with Webb-Deane-Stevens, the Historical Society, OWSKA and Best Western-Camelot on possible packages.

Fam Tour Follow up - Nothing to Report

Promotion Packet Distribution- New folder design - Elaine St. Onge reported that a meeting is scheduled with New England Calendar to discuss folder options.

Publicity [Hotel Guest Guide] - Contract is in place for \$3,000 ad.

Tourism DVD - Peter Gillespie reported that he has corresponded with Karyl Evans at SCSU and he provided

a brief bio on her Emmy award winning work.

Web Site - Peter Gillespie reported that he had sent out a reminder letter to interested parties for calendar submissions. Chris Traczyk will send digital copy of tour brochure to Ellen Goldberg

Way-finding Signage - Peter Gillespie and Chris Traczyk will present a report to Town Council in August.

Old Business:

Marketing & Publicity Committee Chairperson - Still looking for a volunteer.

Trolley/Bus unveiling - Charlie Forsdick reported on a very successful trolley unveiling and encouraged all to get the word out to promote the vehicle's use. Discussion focused on the details of who will use and rent the vehicle and the need for a flyer spelling out the protocol and which organizations will get the discounted rate

Vacancy - Berlin Tpke. Bus. Rep. - Chair Forsdick reported that he has been having difficulty getting in touch with potential candidates for this position.

New Business:

Interim Plan - Chair Forsdick distributed a report on his observations regarding the need for some interim actions to coordinate with the CT Convention Center and the need for local tours and a visitor itinerary. Anne Kuckro stated that she would offer to conduct the tours however some form of payment needs to be included. Anne Kuckro motioned to support Mr. Forsdick's report and request that the Town Manager appoint Peter Gillespie to act as the point person for the trolley tour coordination, Elaine St. Onge seconded the motion and the vote showed all members in favor.

Convention Calendar - Chair Forsdick stated that one person needs to coordinate on a regular basis with staff at the Convention Center and GHC&VB, make a presentation, provide literature etc. to them. Mr. Forsdick will ask Paul Montinieri to take on those responsibilities.

Next Meeting: August 29, 2006, 5:30 PM - Town Managers Conference Room

Adjournment - Chair Forsdick adjourned the meeting at 6:31 p.m.

Respectfully Submitted

Peter D. Gillespie
Town Planner/Economic Development Manager