

## WETHERSFIELD TOURISM COMMISSION

Meeting: Tuesday, August 29, 2006

5:30 PM

Town Manager's Conference Room

### MINUTES

Call to Order - Chair Forsdick called the meeting to order at 5:36 p.m.

Attendance - Members in attendance - Charlie Forsdick, Chris Traczyk, Elaine St. Onge, Joan Hughes, Charles Ford, Phil Santopietro, and Paul Montinieri. Also in attendance - Denise Bradley, Assistant Planner and Theresa Forsdick.

Public Comments - No public comments were offered.

Approval of Minutes - July Meeting - Elaine St. Onge noted that on page 1, in the Display advertising - Visit CT Package, the reference to OSKWA should be changed to OSWA. Elaine St. Onge made a motion to approve [the minutes of July 26, 2006](#) with corrections. Chris Traczyk seconded the motion and all voted in favor.

#### Announcements/Introductions:

Charlie Forsdick made the following announcements:

- Mandatory Meeting of all Town Boards and Commissions on Tuesday, September 12, 2006 at 6:30 p.m. in the Community Room at the Police Department, 250 Silas Deane Highway.
- Press Release - Gov. Rell Announces Plan to Significantly Increase Funding for CT Arts Community.
- Metro Hartford Alliance Networking Events
- The Wethersfield Historical Society and the town will sponsor a Historic District Forum to discuss common issues with Old Wethersfield on Sept. 28 at 6:30 p.m. at the Keeney Memorial Cultural Center at 200 Main St.

Phil Santopietro made the following announcement:

- The Camelot Ramada Inn will host a Happy Weekend on December 2nd and 3rd at which casino and holiday cabaret show packages will be sold.

#### Reports:

CCC & GHC&VB - Nothing to Report.

EDIC - Nothing to Report.

##### Grant Funding

Preserve America - Use of funds - RFP Status - Denise Bradley reported that we received the signed Preserve America grant agreement from the NPR for the Old Wethersfield Master Plan. The Committee has now met three (3) times and we have received six (6) responses to the RFP. The Committee will meet again on September 6th to review the RFP'S. Chris Traczyk noted that the RFP's will hopefully be reviewed and approved by the end of September and then sent back to Preserve America for approval.

##### Marketing and Publicity Committee

[Brochure Distribution] - Nothing to Report.

Consultant Services -Tourism assistance - Denise Bradley reported that Peter Gillespie and Tom

Hempill met with representatives to Keiler and Co., to review and discuss recommended changes to the Town website. A preliminary report is expected in early September. Chris Traczyk asked how much of the contract was monetarily/hours based dedicated to tourism. Paul Montinieri noted that it was his recollection that Keiler was employed with three (3) tasks and that none of the itemized expenses were dedicated specifically to tourism. Charlie Forsdick questioned whether tourism should enlist in Keiler's services for marketing. Elaine St. Onge noted that tourism should try to use Keiler in some way because of their familiarity with other Wethersfield materials. Chris Traczyk suggested that tourism produce the trolley bus marketing brochure and just have Keiler critique them for cost savings. Charlie Ford noted that the brochure should be a small informational piece done in a simple postcard like style and not a huge expenditure.

[Demographic Survey] - Nothing to Report.

[Radio Advertising] - Nothing to Report.

Display advertising - Visit CT Package - Chris Traczyk noted that the package has been accepted and published and that there is a chance it may be published in the New York Times.

Fam Tour Follow up - Nothing to Report. Chris Traczyk questioned when time wise an item becomes beyond useful to follow up. Paul Montinieri noted that the Tourism Commission's energy would be better used on convention links. The commission voiced consensus that this item be taken off the agenda.

Promotion Packet Distribution - New folder design - Elaine St. Onge reported that Gerald Cacciola is working on designing a folder but that they had not connected in some time due to conflicting vacation schedules. She will try to have an update for the next meeting.

Publicity - Nothing to Report.

[Hotel Guest Guide]

Tourism DVD - need coordinator - Charlie Forsdick noted that this project needs to move forward and discussed Lois Clark's willingness to work on it.

Web Site - Nothing to Report.

[Strategic Plan Committee]

Way-finding Signage - Chris Traczyk reported that she had made a presentation to the Common Council at the beginning of August. She presented them with a map highlighting the gateways, intersections and destinations. She noted that the Council was receptive and enthusiastic. She received questions and positive feedback.

## **Old Business:**

Budget: 2006-2007 - Charlie Forsdick noted that there is only \$3,600 left in the budget.

Marketing & Publicity Committee Chairperson - Nothing to Report.

Trolley/Bus guidelines - Nothing to Report.

Vacancy - Berlin Tpke. Bus. Rep. - Charlie Forsdick suggested asking Bob Yandow if he was interested in joining the Tourism Commission.

## **New Business:**

Tourist Itineraries - Charlie Forsdick noted that Theresa Forsdick has been working on a sample itinerary. Theresa Forsdick noted that she has met with Webb Deane Stevens and the Historical Society to discuss their hours of operation, operating procedures and offerings. She has taken that information and compressed it into timeframes. Mrs. Forsdick noted that she also spoke with Neil Walsh about compiling a list of prospective speakers/hosts that would be willing to give welcome remarks. She also mentioned that the host and other

shopkeeper's might be willing to offer discounted rates.

Electronic tour guides

Next Meeting: September 26, 2006, 5:30 PM - Town Managers Conference Room

Adjournment