

WETHERSFIELD TOURISM COMMISSION
Meeting: Tuesday, November 28, 2006 5:30 PM
Town Manager's Conference Room
Minutes

Call to Order - The meeting was called to order at 5:42 p.m. by Acting Chair Chris Traczyk.

Attendance - Members in attendance: Acting Chair Chris Traczyk, Anne Kuckro, Elaine St. Onge, Joan Hughes, Paul Montinieri and Charlie Ford.

Public Comments - None.

Approval of Minutes - October Meeting - Paul Montinieri made a motion to approve [the October meeting minutes](#).

Announcements/Introductions - Chris Traczyk reported that on Dec 7 the Visitor's Bureau was hosting an Open House, Paul and Anne stated that they planned to attend. The State will be releasing their most recent Visitor Study at the LOB on Dec 7 at 11 am, the Hartford Courant will be adding a section on community events to the paper.

Reports:

CCC & GHC&VB - Paul Montinieri reported that he had made contact with Curt Jensen at the Convention Center and they are aware of our efforts with the Trolley Bus. They have agreed to allow us to place an insert piece into the packet of promotional information they send to convention planners. Additionally they would like a meeting in Old Wethersfield to better understand what we have to offer. A larger membership meeting could also be hosted in the springtime. It was agreed that a meeting needs to be held amongst the Commission members to discuss details and plans for this effort via a conference call. Chris agreed to set up the call. Peter Gillespie will work with Keiler on the insert piece. Will work with EDIC on funding options to pay for design and production

Grant Funding

Preserve America - Status - Peter Gillespie reported that the Council has awarded the contract to John Milner and Associates in an amount of \$60,000. A kick off meeting will be held in Mid-December and at some point the Commission members would like to be involved, possibly at a future meeting.

Marketing and Publicity

Display advertising - Chris Traczyk reported that this year's budget has been spent.

Promotion Packet - Review of Current Packet - Elaine St. Onge reported that she needs a little bit of money to print the list of attractions.

New folder design - Nothing to report there are still many of the existing folders that can be used for the foreseeable future.

Publicity - Nothing to report.

Tourism DVD - Anne Kuckro stated that she is waiting for the Keiler and Preserve America reports before initiating this project.

Web Site - Elaine not present and it was suggested that Lloyd Goldberg is invited to the next meeting for a live review of the website. Peter Gillespie will make arrangements to have a laptop and internet connection for next meeting.

Way-finding Signage - Status - Waiting for Preserve America report and plans.

Old Business:

Budget: 2006-2007 - Budget discussion will begin at next meeting.

Electronic tour guides - Need to follow up with Rae Ann Palmer about possible grant funds.

CGI Communication Video - It was agreed not to pursue this at this time.

Tourist Itineraries - Will be included in promo packets.

Trolley/Bus Promotion - Paul Montinieri reported that he is waiting for Tom Bascetta to provide a proto type of the on board DVD advertising packet with costs and he will also be putting together a promo packet for the trolley. Peter Gillespie will be sending a letter to the eligible Wethersfield partners informing them of the available trolley discount. Include a picture of the bus if possible. This information should also be added to the website.

Vacancy - Berlin Tpke. Bus. Rep. - Peter Gillespie reported that the Commission membership has a vacancy from the representation of the Chamber of Commerce and an alternate vacancy.

New Business:

2007 Meeting Schedule - The members reviewed the 2007 meeting schedule and noted that the schedule refers to meetings on Thursdays and it should be revised to read Tuesdays. No meeting in December is planned. Anne Kuckro motioned to approve the revised meeting schedule, Paul Montinieri seconded the motion and the vote showed all members in favor.

2007 CT Vacation Guide - Peter Gillespie presented a proposal from Connecticut Magazine for the 2007 CT Vacation Guide. It was agreed due to a lack of budget funds this proposal cannot be considered. It was suggested that Anne Kuckro would review last year's publication for content to make sure all information is complete and accurate.

K.C. Ebner - Map - The members reviewed the November 16 e-mail from Ms. Ebner and Charlie Ford noted that he had met with her recently. The Commission members welcomed her offer to work on a map project, However, it was felt that since we are reviewing a marketing plan at this time we might want to wait until this project is completed before working on another map.

Next Meeting: January 30, 2007, 5:30 PM - Town Managers Conference Room

Adjournment - Paul Montinieri motioned to adjourn the meeting at 6:44 p.m., Elaine St. Onge seconded the motion and the vote showed all in favor.

Respectfully Submitted

Peter D. Gillespie
Economic Development Manager/Town Planner