

Wethersfield Tourism Commission Minutes - February 24, 2004

Chairperson Kuckro called the meeting to order at 5:30 p.m. in the Town Manager's conference room. Members present were Chairperson Kuckro, Paul Courchaine, Elaine St. Onge, George Botini, Pat Warner, Charles Ford, Charles Forsdick, Carol Adil, Donna Hemmann, Council Liaison and Kathleen Bagley, Director, Recreation and Parks Department.

1. Public Comments.

No public comments.

2. Approval of [January 27, 2004, Minutes](#).

Paul Courchaine moved to approve the minutes. The motion was seconded by Charles Forsdick and voted unanimously.

3. Old Business.

A. Budget.

Chairperson Kuckro reported that the enclosed proposed budget mailed out in the member's packets was submitted to Peter Gillespie for the upcoming budget process for Fiscal Year 2004-05. This proposed budget will be submitted within the Economic Development budget for the town.

B. Spring Calendar.

Chairperson Kuckro reported that the spring calendar is at the printer and is expected back for distribution on February 25. She explained that Ellen and Lloyd Goldberg have done a good job collating this information in an electronic format and getting it to Magee Marketing for their design and preparation for the printer. She explained to members that the turn around time was much quicker and more efficient based on the process of the electronic information. Commission members reviewed the distribution numbers and process for the spring calendars. 3,000 copies of the spring calendar will be available for distribution on February 25. Chairperson Kuckro asked each member responsible for covering their locations to pick up the calendars at the Historical Society and distribute to the appropriate organizations. A suggestion was made to include the new Hilton Hotel in Glastonbury on the distribution list. Pat Warner will add this hotel to her list.

C. Summer Calendar.

Preparation has begun for the summer calendar. Ellen Goldberg is preparing a letter for individuals to fill out and submit their information for the summer calendar. Charles Ford asked to be placed on the mailing list for this letter. He explained that Old Wethersfield businesses might have some events appropriate for inclusion in the summer calendar. This letter will include information on submission, format and deadlines. Ellen Goldberg is looking to process all the information in an electronic format for submission to Magee Marketing.

D. New England Kitchen Tours.

Chairperson Kuckro reported that a "Kitchen Tour" has been developed for the Town of Wethersfield. This tour will be distributed to bus tour operators throughout the country and includes a meal at the Village Tavern. Chairperson Kuckro reported that Paul Courchaine worked with the Village Tavern to develop a menu for this "New England Kitchen Tour." Chairperson Kuckro reported that she received a quote from Magee Marketing to develop a "Kitchen Tour" flyer for this event. This flyer will be used to

market the event to tour bus operations. Commission members discussed the proposal from Magee Marketing and the importance of developing a professional flyer. A motion was made by Charles Forsdick to appropriate \$80 for the design of the flyer to Magee Marketing and \$50 to copy the flyer. The motion was seconded by Paul Courchaine and voted unanimously.

E. Chairperson Kuckro asked Pat Warner and Elaine St. Onge to give a brief overview to Commission members on the meeting they attended on the new State Commission Tourism Organization. They reported that the new Commission is called the Connecticut Commission on Arts, Tourism, Culture, History and Film (CCATCHF). Elaine reported that the tourism division will work under this commission and continue to promote the natural connections between the tourism industry and the five new tourism districts. The tourism division will be a part of this new Connecticut Commission. Pat mentioned that the new commission is talking about a new synergy because of the combination of the related fields of art, tourism culture, history and film under one umbrella for the first time.

F. Rose and Garden Weekend.

Chairperson Kuckro reported that she has been in touch with the organizers for the Hartford Rose and Garden Weekend. The Garden Weekend is June 18-20.

G. Tour Bus Package.

Chairperson Kuckro reported that work is ongoing to develop the items to be included in the tour bus packet. Chairperson Kuckro has developed a letter soliciting ads to help pay for costs involved in the tour bus packets. She requested members take the letter to help solicit ads. The letter will be available next week. Items to include in the packet: the Tourism Brochure, hotel brochure, reprint from Connecticut Life Magazine, phone numbers, contacts of people of businesses in the areas and map of Connecticut and Massachusetts identifying attractions. Members talked about a deadline for completion of the tour bus package. March 31 was the agreed upon as the target date for the completion of the tour bus packages.

4. New Business.

A. Lionheart Films.

Chairperson Kuckro sent a letter to Mr. Howard supporting his efforts to develop a film highlighting the role that Connecticut played during the American Revolution. A copy of this letter was enclosed with the Agenda packet. Some sites may be filmed in Wethersfield. Currently, the producer is looking for funds to help pay for the production.

5. Adjournment.

Paul Courchaine moved to adjourn the meeting at 6:35 p.m. The motion was seconded by Charles Forsdick and voted unanimously.