

Wethersfield Tourism Commission Meeting Minutes - May 25, 2004

Chairperson Kuckro opened the meeting at 5:30 p.m. Members present were Charles Forsdick, Elaine St. Onge, Charles Ford, Pat Warner and Kathleen Bagley, Director, Recreation and Parks Department.

1. Public Comments.

No public comments.

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

Charles Forsdick had a correction to the minutes. Under Item 3 the sentence should read "Mr. Gillespie reported that a grant may be available with a deadline." The current minutes say, "Mr. Gillespie reported that a grant is available. Mr. Forsdick moved to approve the minutes with the correction. The motion was seconded by Elaine St. Onge and voted unanimously.

3. Old Business.

A. Chairperson Kuckro reported that the reprint newspaper article is in production and 1,000 copies are ordered at a total cost of \$655. These reprints will be used for the PR packets to be mailed to the tour bus operators and for future marketing use.

B. The summer calendar is at the printers and will be distributed shortly.

4. Reports.

A. Strategic Plan.

Charles Forsdick reported that the sub-committee has met and is in the process of developing an RFP for consultants to assist with this planning process. The Commission has prepared background information for the prospective consultants. Their suggested timetable is to have it ready to go out at the end of May with a return deadline of June 29. The Commission will look to review it around July 20 and short list qualified consultants for July 29. These consultants will present a proposal by August 10 and a recommendation will be made to the Tourism Commission for August 31. The target date to send the proposal to the Town Council is their September 7 meeting.

B. Heritage Partnership Committee.

Charles Forsdick reported that the calendar is on schedule. They have a fundraiser set for September 8 at the Webb Barn.

The program committee is working on a future quilt exhibition in town and Charles Forsdick reported that the Web Site now has twelve links to different sites.

5. Budget.

Chairperson Kuckro asked members for priorities for the budget for the upcoming year. Members said marketing and advertising are important. They want to maintain existing programs of the Commission including the Web Site, calendar distribution and tourism brochure distribution. The Strategic Plan is important and a suggestion was made to identify seed money for the fundraisers. Also, to work with the convention center business in Hartford. A suggestion was made to provide the convention center director in Hartford a box of Tourism Commission brochures.

6. New Business.

A. Chairperson Kuckro reported on three grants that are pending. One of the grants is to fund printing of the map of the Rochambeau route and using it for marketing. The second grant would be used to pay for the training and script writing for the kitchen tour. The third grant would help defray the cost of the Rochambeau sign provided by the State of Connecticut. Charles Forsdick reported on the background information being collected on the Tourism Commission. He asked if any member had any additional information to let him know. He also reported that he has developed a tourism literature distribution list to keep track and monitor the distribution of the different tourism marketing items.

B. Chairperson Kuckro asked the representatives from the museums if they would develop a four-hour tour for visitors to town including shopping and dining. Elaine St. Onge and Pat Warner agreed to work on this project.

7. Adjournment.

A motion was made by Pat Warner and seconded by Charles Forsdick to adjourn the meeting at 6:50 p.m.

