

Wethersfield Tourism Commission Meeting Minutes - September 28, 2004

Vice-Chairperson Pat Warner opened at the meeting at 5:30 p.m. Members present were Vice-Chairperson Pat Warner, Charles Ford, Anne Kuckro, Ellen Goldberg, Elaine St. Onge, Paul Montinieri, Kathleen Bagley, Director, Recreation and Parks Department, Peter Gillespie, Town Planner and Chris Traczyk, Chairperson, Heritage Partnership.

1. Public Comments.

No public comments.

2. [Minutes - August 31, 2004.](#)

Elaine St. Onge moved to approve the minutes. The motion was seconded by Anne Kuckro and voted unanimously.

3. Reports.

A. Grant Funding.

Anne Kuckro reported that the Commission has a grant for the design and construction of the Rochambeau sign. They are currently waiting for permission to use the images of George Washington and Benjamin Franklin. Mrs. Kuckro also reported that they are waiting for a cost estimate from Magee Marketing on place mats. Commission members discussed restaurants to distribute the place mats and town schools.

Mrs. Kuckro reported that a new grant program has been announced from the Connecticut Tourism Commission. This grant will help pay for a portion of a staff salary. This grant may be used by the Historical Society and the Webb Deane Stevens Museum.

B. Heritage Partnership Committee.

Chris Traczyk reported that the committee has developed a preliminary list of organizations to help with the collaboration of activities and events in town.

C. Marketing and Publicity Committee.

Vice-Chairperson Warner reported that the committee had a quick meeting to discuss promotion kits. They are putting together the mailing list and will be looking to have these kits ready for distribution for the use of tour bus operators.

Commission members asked about the distribution of the tourism brochure. Ms. Bagley reported that they need to contact the company to arrange for future distribution. A discussion was held on the seasonal calendar and the help received from Magee Marketing for the summer calendar. Peter Gillespie suggested using them to help with the winter calendar also. Anne Kuckro moved to use Magee Marketing to help with the design of the winter calendar. The motion was seconded by Pat Warner and voted unanimously.

A discussion was held on the policy for inclusion in the calendar. Commission members decided to have the Marketing Committee review this policy. A reminder was made to the Marketing Committee that Dana Spicer is a new member for the committee.

D. Strategic Plan Committee.

Peter Gillespie reported that the consultant has started work on the Strategic Plan. He has been slightly delayed due to a car accident, but he will be getting back into the swing of things very shortly. Peter asked if anyone had any information of interest for the consultant to give it to him. He will see that the consultant gets it.

4. New Business.

A. A. Pat Warner reported that there are still openings on the Tourism Commission for representatives from Silas Deane Highway and the Berlin Turnpike. A suggestion was made to put this information on the town scroller and town Web Site. Commission members suggested looking at people with business experience in restaurants, hotels, gift shops, etc.

B. B. Town Strategic Plan.

Peter Gillespie reported that the town is in the process of reviewing the 1995 Strategic Plan. On October 13

a public hearing will be held for residents to comment on a future plan. Mr. Gillespie suggested getting comments to him or Rae Ann Palmer and putting this item on the agenda for the next Commission meeting.

- C. C. Vice-Chairperson Warner reported that the Harvest Bee Festival at Webb Deane Stevens was very successful. Over 600 people attended and everyone had a great time.
 - D. D. Anne Kuckro reported that Ronald Howard of Liongate Films is working on a film documentary. Mr. Howard utilized the Solomon Welles House for auditions for his film. Anne Kuckro will provide further updates as they become available. She reported that he will be filming some scenes in Wethersfield.
5. Adjournment.
Elaine St. Onge moved to adjourn the meeting at 6:40 p.m. The motion was seconded by Anne Kuckro and voted unanimously.