

Wethersfield Tourism Commission Minutes - October 26, 2004

Recreation and Parks Director Kathleen Bagley opened the meeting at 5:30 p.m. Members present were Elaine St. Onge, Ellen Goldberg, Paul Montinieri, Chris Traczyk, George Bottini, Anne Kuckro and Charles Ford. Commission members asked Ms. Bagley to chair the meeting.

Public Comments

No public comments.

[Minutes - September 28, 2004](#)

Elaine St. Onge moved to approve the minutes with one correction. The correction involved the time of adjournment of the meeting. Instead of adjourning at 7:40 p.m. the meeting adjourned at 6:40 p.m. Minutes were seconded by Ellen Goldberg and voted unanimously with the correction.

Reports

- A. Mrs. Kuckro reported on the status of grants for the Commission.
1. Rochambeau grant has been held up because they are looking for an image to use for George Washington and Ben Franklin. The original plan to use a particular image of George Washington would cost \$1,000. Mrs. Kuckro and her group are looking at other places to potentially get permission to use an image for free.
 2. Greater Hartford Council Arts Grants.

Mrs. Kuckro reported that the Commission has received a grant for \$500 to use in some type of heritage event. Commission members suggested looking at encouraging heritage as part of one the town's cultural events. The grant money needs to be used by June, 2005. Mrs. Kuckro will look into these suggestions.

3. The Historical Society has received a grant to hire a person to develop a script for the kitchen tour. Elaine St. Onge is working on this proposal for the Historical Society.
- B. Heritage Partnership Committee.

Chris Traczyk reported that the Committee is waiting to help provide information for the Strategic Plan. They did receive the destination signage report and suggested some changes be incorporated into the report. Committee members felt the report should be presented in phases to accomplish the recommendations. As soon as the draft report is completed, it will be sent to the Tourism Commission. Mrs. Traczyk reported that the Partnership is ready to handle projects as suggested by the Tourism Commission.

- C. Marketing and Publicity Committee.

The Committee met and discussed the distribution of the calendar. They reported that the winter calendar is ready to go. They will use the same picture as last year's winter calendar. Committee members thought that the distribution of the event calendar may not be as appropriate as advertising in national magazines. They could put the events on the Tourism Web Site and use the funding to pay for advertising. A suggestion was made to evaluate the cost and discuss this at the next meeting. Committee members agreed with this suggestion and on the Agenda for the next meeting will discuss the feasibility of identifying funds to use for national advertising. The Marketing Committee recommended that the Tourism brochure be distributed to the I-91 and I-95 corridors from May through October. They also reported that the winter calendar will be distributed within the next two weeks. The Committee requested getting an updated budget report on the status of the Tourism Commission budget to review at the next meeting.

D. Strategic Plan - No report on the status was available at this meeting.

Commission members would like to get a report as soon as possible. The Committee is prepared to meet as needed for this process.

New Business

1. Commission members asked Ms. Bagley to determine their place for holding meetings. Ms. Bagley will check with the Town Manager's office to determine the feasibility of still meeting in the Town Manager's office since there has been a conflict with another group for the past several meetings.
2. Commission members reviewed the Tourism Commission meeting dates for 2005. Anne Kuckro moved to not have a meeting in December 2004 and December 2005. Ms. Traczyk seconded the motion. It was voted unanimously to eliminate the December meetings for the Tourism Commission for 2004 and 2005.

Adjournment

The meeting adjourned at 6:10 p.m.