

[NOTE: These minutes are made available to the public prior to Tourism Commission acceptance.]

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**WETHERSFIELD TOURISM COMMISSION**  
**Meeting Minutes**  
**Tuesday, February 22, 2005**  
**5:30 PM**  
**Town Manager's Conference Room**  
**Town Hall**

**MEMBERS PRESENT**

Chair, Charlie Forsdick, Elaine St. Onge, Charles Ford, Chris Traczyk, Paul Montinieri and Anne Kuckro. Also in attendance: Carol Bruce, Peter Patel and Peter Gillespie the Economic Development Manager/Town Planner.

Chair Forsdick called the meeting to order at 5:32 p.m.

No one was present for public comment.

**MINUTES**

The [minutes of the January 25, 2005 meeting](#) were reviewed. Chris Traczyk motioned to approve the minutes with the following change: Anne Kuckro was misspelled, Anne Kuckro seconded the motion and all members voted in favor.

**OLD BUSINESS**

None

**REPORTS**

A. Grant Funding Committee

Anne Kuckro reported that the State Historic Commission is likely to hire a coordinator for signage across the state for the Rochambeau signs. They are still trying to find images that are not copyrighted available at a reasonable price and indicated that they are likely to do so with help from the State. Magee Marketing will be creating a brochure by May.

Mrs. Kuckro also noted the availability of the State Culture and Tourism Partnership Grant. Information will be released on February 25, the Training Seminar is next Friday March 4th and the Grant deadline is early April. Mrs. Kuckro noted that the application must show collaboration between organizations and \$3,000 is available. Mrs. Kuckro suggested using the funds for a concert at the First Church. Mr. Forsdick suggested that Rae Ann Palmer should be asked to help with the grant and that the grant should further the proposed budget priorities. Chris Traczyk questioned whether the Commission should be applying for grants or concentrating on marketing or public relations.

Chair Forsdick suggested tabling the decision on the grant until after the March 4 information seminar. Ann Kuckro will let First Church know about the available grant.

Mrs. Kuckro also reported that she is working with the Webb Deane Stevens Museum about possible tours focusing on the Washington Rochambeau event and an academic symposium on the same subject matter for May

of 2006.

B. Quilt Show - March 19

Chris Traczyk reported that the show is scheduled at the Keeney Center 10 a.m. to 5 p.m. It is not likely to need volunteers.

C. Signage Program

Chris Traczyk stated they had reviewed the Arts Council draft report and made numerous suggestions including the need to involve the Silas Deane Highway Committee and the Design Review Committee prior to submitting the report to Council. Mr. Forsdick suggested getting the report to all Commission members one week before the next meeting in March.

D. Marketing and Publicity Committee

Mrs. St. Onge reported on the need to get a Chair for the Committee since none have volunteered yet. The next Committee meeting is scheduled for March 16.

E. Promotion Kit

Mr. Forsdick suggested that the distribution of these kits needs to have more priority. The need to improve the look of the folder and coordination with the Convention Center was also discussed.

F. Publicity

Mrs. St. Onge requested that the savings planned from the calendar printing should be used to print an ad in CT Magazine for May-July. The intent is to promote Wethersfield for Connecticut residents. The cost would be about \$3,000 for a 1/6 page. Mrs. Kuckro motioned to authorize spending of funds for a CT Magazine ad, for a three month period. Chris Traczyk seconded the motion and all members voted in favor.

The Commission members discussed how to measure the response to the ad. The visitor numbers and web site hits will be compared from last year's time frame. Mr. Patel suggested using web site tracking to measure responses.

Mr. Gillespie reported that a spending freeze is in place until April and spending may have to wait until then. Mr. Gillespie will work with Mrs. St. Onge on the timing of payment.

G. Web Site

Mr. Ford expressed his frustration trying to get the web site linked to the Shopkeepers Website. Mrs. Bruce suggested the webmasters need to talk to each other to determine what is holding this up.

H. Tourism Plan

Mr. Forsdick reported that the public forum held last Thursday night was attended by 15 people. Mr. Forsdick noted the feedback was very good, having the need to bring in additional public view points is still needed and a survey is being developed by the consultant. Mr. Forsdick noted the need to finish the plan and get a timeline for completion. Mr. Gillespie will assist Mr. Murdy with the mailing survey.

## **OLD BUSINESS**

A. Vacancies

Mr. Forsdick reported that Mr. Peter Patel and Mrs. Carol Bruce will be appointed to the Commission. Mr.

Forsdick noted that they were still looking for a Silas Deane Highway representative and would like a restaurant owner or manager.

Mr. Forsdick also suggested the need to recruit a member for the Marketing Committee with marketing experience. Chris Traczyk suggested placing a press release in Wethersfield Life, the Hartford Courant and the Town Website.

**B. 2005/2006 Budget**

Mr. Forsdick explained that the City Manager's proposed budget has earmarked \$15,000 for tourism use. Mr. Forsdick suggested that the Commission members contact Council members to support requests.

**NEW BUSINESS**

**A. Old Wethersfield 5K Road Race**

Mr. Forsdick has been asked to have the Commission sponsor this race in exchange for a waiver of fees for town services. The Commission would have rights to ads, logos, t-shirts, entry fees and other benefits in exchange for services. Mr. Forsdick noted that this would need to be a Council decision and will forward the request to the Town Manager. Mr. Ford has been approached to sponsor a Volkspport event and will bring information to the next meeting.

**ADJOURNMENT**

Elaine St. Onge motioned to adjourn the meeting at 7:00 p.m., Chris Traczyk seconded the motion and the vote showed all members in favor.

Respectfully Submitted

Peter Gillespie  
Economic Development Manager/Town Planner