

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

WETHERSFIELD TOURISM COMMISSION
Meeting Minutes
Tuesday, March 29, 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, Anne Kuckro, George Bottini, Donna Hemmann, Ellen Goldberg Carol Bruce and Peter Patel. Also in attendance: Peter Gillespie, Economic Development Manager/Town Planner.

Chair Forsdick called the meeting to order at 5:33 p.m.

No one was present for public comment.

MINUTES

The [minutes of the February 2005](#) meeting were reviewed. Chris Traczyk motioned to approve the minutes, Mr. Ford commented that on page 3 under New Business, the last sentence should be revised to read "Mr. Ford has been approached and advised the Commission about a potential Volkspart event". Ms. St. Onge seconded the motion and the vote showed all members in favor.

NEW MEMBERS

Mr. Forsdick introduced the new members Carol Bruce and Peter Patel to the Commission and welcomed them.

REPORTS

A. Grant Funding Committee

Mr. Gillespie reported that he and Mr. Montinieri attended a January information session on the 2005 Culture and Tourism Partnership Grant. Mr. Gillespie stated that \$3,000 is available per grant, and a non-profit must be the primary applicant and applications are due April 8. Mr. Forsdick suggested 7 possible projects: promo package, wayfinding signage, marketing assistance, display advertising, Hartford visitor guide, holiday festival and brochure distribution. After much discussion it was decided that 3 projects would be applied for:

1. Promo package
2. Wayfinding signage assistance
3. Brochure update and distribution

Mr. Forsdick, Mrs. Kuckro and Mr. Gillespie will meet to discuss the application and applicants.

B. Destination Signage

Mrs. Traczyk summarized the report prepared by Mike Zaleski of the Hartford Arts Council. The members reviewed the report and noted several comments to include in a revised report. Mr. Forsdick suggested that

report needs to be given to all affected parties before the project moves forward. Mrs. Traczyk will request that the report is revised and final color copies are distributed.

C. Marketing and Publicity Committee

Mr. Forsdick stated that no one has volunteered to act as chair and the position will rotate from meeting to meeting.

D. Promotion Kit Distribution

Mr. Botini reported that they are working on the distribution and new folder design and a budget will have to be developed to determine the specific contents of the folder and an update.

E. CT Magazine Advertisement

Mr. Forsdick stated that a contract for \$500 has been agreed to with Magee Marketing and the first ads have been prepared to read "Stop, Look and Linger". "Where History Lives".

F. Greater Hartford Visitor & Convention Board

Mr. Forsdick suggested scheduling a meeting with convention center planners to discuss distribution of promo packets.

G. Web Site

Mr. Forsdick reported that Mr. Gillespie receives 10 to 15 requests per month for information from the web site. Mr. Forsdick encouraged the shopkeepers to link back to the Tourism website.

OLD BUSINESS

A. Vacancies

Mr. Forsdick reported that he has been contacted by two individuals with marketing experience for the subcommittee and will attend the next meeting scheduled for April 21 at 8:30 a.m.

Mr. Montinieri will contact Carrie Colangelo of Max Bibo's to encourage her to become a member of the Commission.

B. 2005/2006 Budget

Mr. Forsdick encouraged members to attend the April 18 public hearing on the budget at 7:00 p.m. at the High School.

C. 5K Road Race

Mr. Forsdick reported that contrary to the report made at the last meeting there will not be a fee for the Commission to partner on this event to be held on June 5.

D. Tourism Plan

Mr. Forsdick reported that Mr. Murdy is planning a citizen survey and is working with Mr. Gillespie on its distribution.

E. Event Survey

Mr. Forsdick distributed forms supplied by the State Tourism Division to include events over the remaining part of the year.

F. CTM AAA Partnership

Members discussed expanding the distribution of the Historic brochures to all AAA outlets in the state. The Commission decided not to include this distribution at this time.

ADJOURNMENT

Mr. Forsdick adjourned the meeting at 7:05 p.m.

Respectfully Submitted

Peter Gillespie
Economic Development Manager/Town Planner