

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

WETHERSFIELD TOURISM COMMISSION
Meeting Minutes
Tuesday, April 26, 2005
5:30 PM
Town Manager's Conference Room
Town Hall

MEMBERS PRESENT

Chair, Charlie Forsdick, Elaine St. Onge, Charles Ford, Chris Traczyk, Anne Kuckro, Donna Hemmann, Ellen Goldberg, Carol Bruce.

Also in attendance: Peter Gillespie, Economic Development Manager/Town Planner.

Chair Forsdick called the meeting to order at 5:36 p.m.

No one was present for public comment.

MINUTES

The [minutes of the March 2005 meeting](#) were reviewed. Anne Kuckro motioned to approve the minutes, Mrs. Goldberg commented that on page 3 the minutes should be revised to reflect the 5K road race will be held on August 21, not June 5. Carol Bruce seconded the motion with a condition that the minutes be corrected as noted and the vote showed all members in favor.

No announcements were made.

REPORTS

A. Grant Funding

Mr. Forsdick reported that he plans on meeting with the Town's Grant Administrator, Rae Ann Palmer to develop a list of available grant sources and available grant recipients so that the Commission will be better prepared for future grant opportunities.

Mrs. Kuckro reported that two grants were applied for during the last grant cycle from the Ct Commission on Culture and Tourism: 1) To revise the Historic Wethersfield Brochure and 2) To complete the wayfinding signage program design. Mrs. Kuckro stated that the Town will match the grant funds and it appears the budget for next year will allow this.

Mr. Gillespie will forward copies of the grant applications to Mr. Forsdick and Mrs. Kuckro.

B. Marketing and Publicity

Mrs. Bruce reported that she has been working with George Bottini and John McNaughton of the Bailey Company on a folder design for the promo packets and the cost will be about \$3.00 per folder. The intent is to create a folder that will not age as time goes by and can be used in the future. The folders will be used for the Fam Tour event scheduled for May 25.

The Committee has been blessed *with the addition of professional level expertise from Eric Cavoli, Bruce Michaels and Margaret Smith who have joined the committee.*

Mr. Forsdick reported that all 3 ads to be placed in CT magazine have been submitted and the first ad hits the stands on April 19.

A discussion ensued regarding the contents of the ad and the placement within the publication. Peter Gillespie will contact the magazine to determine whether we can get a better placement. Mr. Forsdick apologized for the lack of communication on the ad and stated that the timing did not permit a final review by the Committee.

Mrs. Kuckro stated that a line drawing is needed for future print ads and the Committee should work on this in advance of the next ad.

Greater Hartford Visitor & Convention Board

Mr. Forsdick stated that the 2005 Visitors Guide will be printed shortly and the Town should take out a full ad. A meeting is scheduled for May 10 and members were encouraged to attend and the Town should become a member. Mr. Gillespie will research whether the budget would permit this.

Web Site

Ellen Goldberg reported that the hits to the web site increased noticeably in April. Typical month is 170 and to date in April 219 visits. Mrs Goldberg also noted that the event calendar is not complete for April and a notice should be sent to the destinations reminding them to submit information. Mr. Gillespie will contact Kathy Bagley about getting the list and form Letter.

C. Strategic Plan Committee

Mr. Forsdick will request the presence of Mr. Murdy at the next meeting to report on progress made to date. Mr. Gillespie had provided mailing labels for a citizen survey

D. Wayfinding Signage

It was agreed that the coordination of this report will wait until word is received on the grant request and after the Fam Tour event.

E. 2005/2006 Budget

Mr. Forsdick reported that he had requested an additional \$15,000 in the budget and was generally well received by the Council.

F. Fam Tour

Mr. Forsdick stated that a planning committee needs to be formed to organize the event and delegate responsibilities. EDIC has agreed to provide \$1-1,500 for the event. The event is scheduled for May 25 at the Village Tavern. All EDIC and Tourism Commission members are encouraged to attend

ADJOURNMENT

Mr. Forsdick adjourned the meeting at 7:09 p.m.

Respectfully Submitted

Peter Gillespie
Economic Development Manager/Town Planner

