

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

WETHERSFIELD TOURISM COMMISSION
Meeting: Tuesday, January 31, 2006 5:30 PM
Town Manager's Conference Room
MINUTES

Chairman Forsdick called the meeting to order at 5:33 pm.

Members in attendance: Charlie Forsdick (by telephone), Chris Traczyk, Phil Santopietro, Carol Bruce, Elaine St. Onge, Paul Montinieri, Jerry Munroe, Ellen Goldberg and Peter Gillespie - Town Planner.

There was no one present from the public to speak.

Announcements/Introductions - No announcements were made.

Action items from last month

Visitor Demographics Survey - Peter Gillespie reported that he met with Doug Shipman on Jan 26 to discuss the most recent draft of the survey. Peter will prepare a revised version and distribute before the next meeting. Carol Bruce requested a copy of the final survey to review with the new Acting director of the Museum Dan Patterson.

Budget 2006-2007 - Chris Traczyk summarized the requested budget for next year and noted that the request totals \$71,392. In advance of the budget meetings the Commission prioritized the budget needs as follows: 1. Print ads, 2. Media Advertising, 3. Consultant Fees, 4. Promo Kit, 5. Survey, 6. Wayfinding Signage, 7. Preserve America Match, 8. Trade Shows, 9. Sponsorship of Cultural Events, 10. Fam Tour. Peter Gillespie noted that the first budget meeting with the Town Manager will be held on Feb 9 at 3:30 pm and April 10 with the Town Council. Peter Gillespie noted that the budget will be submitted tomorrow and he will forward copies to all members.

Reports:

Grant Funding - Chris Traczyk reported that the Commission has requested \$13,000 for the Preserve America match in next year's budget.

Marketing and Publicity Committee - Chris Traczyk reported that the Committee is still without a Chair and she will speak with Paul Montinieri about volunteering for this position.

Proposed expenditures for advertising - Elaine St. Onge reported on prices for a public radio spot. Minimum commitment of \$1,000 will be required for a series of 15 second spots. Chris Traczyk requested that the content of the spot should be discussed at the next Marketing Committee meeting.

Collateral for March exhibit booth - Elaine St. Onge reported that she has received a disk from Magee Marketing with the Historic Wethersfield logo. New England Calendar has provided costs for a 2 color magnet at 39 cents per magnet and suggested 1,000 should be purchased at a cost of \$400. Prices for plastic bags with the logo from Bags and Bows are \$300 for 500 bags and 1500 should be purchased at a cost of \$900. Hart Seed Company will provide 1,000 onion seed packets. Additionally, discussions are underway to have a volunteer attend with the Onion Man costume. Phil Santopietro motioned to approve the expenditure for magnets and Bags as detailed by Elaine St. Onge, Paul Montinieri seconded the motion and the vote showed all members in favor.

Chris Traczyk suggested that the promo kit for this event should also include the following: the Historic Wethersfield brochure, Washington Rochambeau brochure, Webb Deane Stevens brochure, and information from the Shopkeepers.

Mr. Forsdick suggested that the comprehensive list of tours should also be included. This will be discussed at the next Marketing meeting.

Mr. Gillespie reported that Life publications will be preparing a promotion piece on the event and an ad could be placed at a rate of approximately \$350. No action taken on this matter.

Strategic Plan Committee - Scope of Services - National Trust Chris Traczyk reviewed the letter dated December 29, 2005 from Amy Webb from the Heritage Tourism Division of the National Trust For Historic Preservation and suggested that a special meeting of the Commission should be held to discuss the proposal and review the Gigg Harbor Washington report. Peter Gillespie will mail copies of the report to all Commission members in advance of a Special Meeting to be held on February 8 at 8:00 a.m at Town Hall.

New Business:

Brochure Distribution Contract - CTM - Peter Gillespie reviewed the proposal submitted by CTM for 2006, costs for the I-91/I-84 corridor would be \$1,890 for the 6 month period which would cost \$315 per month and approximately 20,000 brochures would be distributed. The cost for the I-95 corridor would be \$575/month or \$3,450 for the 6 month period. The total costs for the season would be \$5,340. Mr. Gillespie noted that the Commission had only budgeted \$1,680 for the 2005/2006 budget year. Chris Traczyk noted that the costs for the first 2 months of the contract period - May and June would be \$1,780. Charlie Forsdick noted how important the brochure distribution is. Ellen Goldberg motioned to direct Mr. Gillespie to negotiate the contract terms with CTM for both highway corridors, Mr. Forsdick seconded the motion, all members voted in favor. Mr. Santopietro noted that CTM has proposed contract terms for the Ct Convention Center at \$88/month and stated that the Hartford Destinations had been getting more favorable distribution at the display area.

Project List/Updates -

Comprehensive list of tours available for individuals and/or groups - Elaine St. Onge reported that Melissa Sirick had sent the list to Barb Bellas to review.

Tourism DVD - Nothing to report.

2005/2006 Budget Status - Chris Traczyk reported that the Budget report was included in the agenda packets. Mr. Gillespie was requested to submit a revised budget report at the next meeting with specific attention to the additional monies to be spent on the Destination Connecticut Event and the brochure distribution contract.

RFQ Marketing and Public Relations Services - Peter Gillespie reported that 6 statements had been received, all from Connecticut Firms; Anagnostic and Associates, Ryan Marketing Partners, Keiler and Company, Magee Marketing Group, Vanguard Strategies, Andrea Obsten Marketing. The EDIC Marketing Committee is meeting on Friday February 10 to discuss the shortlist of firms to be interviewed and interviews will be held in Mid February.

Wayfinding Signage - Chris Traczyk had nothing new to report and will be contacting Mike Zaleski to set up a meeting date.

Display Board Graphic - Paul Montinieri distributed a color copy of the progress made to date. Mr. Montinieri had to leave the meeting at this point and requested that the Commissioners contact him with their thoughts on the graphics. Mr. Forsdick requested that an e-mail version is forwarded to him. A brief discussion ensued and a consensus was reached that different imagery for the display board needs to be developed. Mr. Gillespie and Mrs Traczyk will contact Mr. Montinieri with the details.

Approval of Minutes [November](#) and [January Special Meeting](#) - Carol Bruce noted that he minutes of the Nov 29 meeting, Item 6, survey should be modified to read" Elaine will investigate which days are busier at the visitors center and Carol Bruce will speak with Jennifer Eifrig regarding the busier days at the Webb Deane Stevens Museum." Elaine St. Onge motioned to approve both minutes as amended, Chris Traczyk seconded the motion and all members

voted in favor.

Next Meeting: 5:30 PM February 28, 2006- Town Managers Conference Room

Adjournment - Acting Chair Traczyk adjourned the meeting at 6:45 p.m.

Respectfully Submitted

Peter D. Gillespie

Town Planner/Economic Development Manager