

WETHERSFIELD TOURISM COMMISSION
Minutes - Special Meeting: Wednesday, February 8, 2006
8:00 AM - Conference Room, 2nd Floor, Town Hall

Call To Order - The meeting was called to order at 8:06 am by acting chair Chris Traczyk.

Attendance - Members in attendance - Chair Chris Traczyk, Charlie Ford, Elaine St. Onge, Ellen Goldberg, Carol Bruce, Paul Montinieri and Anne Kuckro. Also in attendance - Bonnie Therrien, Town Manager and Peter Gillespie Town Planner/Economic Development Manager.

Public Comments - There was no one present from the public. Paul Montinieri reported on the status of the display board and the comments received at the last Tourism Commission meeting, photos have been obtained from McConnell photographers at a higher resolution. Paul also reported that he has been working with AA Transportation on a potential shuttle service that may bring people from the Conventions to Wethersfield. Paul will work with the Museums and coordinate dates and times and get promotional materials from Elaine St. Onge.

Peter Gillespie reported that the Destination CT event has been rescheduled from March 11 to June 1.

Strategic Plan - National Trust For Historic Preservation - A letter dated Dec 29, 2005 from Amy Webb of the National Trust For Historic Preservation was reviewed regarding the preparation of a tourism analysis.

The following comments were made:

- A brainstorming session was agreed to, however the Tourism Commission needs to provide Amy Webb with a statement as to what we are as a Tourism destination and define our strengths.
- The Commission decided that our competition is Deerfield, Litchfield, Essex, Chester, Stonington. Anne Kuckro will create a form to use to assess our competition, Amy Webb will perform website research and phone interviews with these destinations.
- Anne Kuckro will contact the State and get information on studies previously performed on visitor base. Carol will compile information already gathered by the Webb Deane Stevens Museum. Elaine will get zip code information from the Visitor Center guest book and Chris will talk to Comstock Ferre about the information they maintain. Peter will send Amy copy of survey for her review.
- Ask Amy how critical lack of visitor research will be to her report.
- Ask Amy how many interviews will be needed and whether interviewing the Heads of the organizations will be adequate.
- Will it be important that if Amy visits in April or May that the Museums may not be open during the week.
- Need to create list of people outside of Old Wethersfield and outside of Town that will provide visitor information. The areas of lodging, retail and restaurants were discussed. Maybe phone interviews will work.
- No need for economic impact survey.
- Ask Amy to visit either early April or last week of April.
- Important issues to have her analyze are how to target more retail mix and how to take advantage of Convention Center opportunity. We need to provide a package of information to Amy.
- Peter Gillespie will discuss with Amy Webb the preparation of a contract with the revised scope identified above.

Adjournment - Chris Traczyk adjourned the meeting at 8:55 am.

Respectfully Submitted

Peter D. Gillespie
Town Planner/Economic Development Manager