

**WETHERSFIELD TOURISM COMMISSION**  
**Regular Meeting: Tuesday, April 25, 2006**  
**5:30 PM**  
**Town Manager's Conference Room**  
**AGENDA**

**Call To Order** - Chair, Charles Forsdick called the meeting to order at 5:35 p.m.

**Attendance** - Members in attendance - Chair Charles Forsdick (phone), Vice Chair Chris Traczyk, Carol Bruce, Ellen Goldberg, Anne Kuckro, Phil Santopietro, Elaine St. Onge, Charlie Ford. Also in attendance Peter Gillespie - Town Planner/Economic Development Manager.

**Public Comments** - Noone was present to speak.

**Approval of [Minutes - March Meeting](#)** - Chris Traczyk motioned to approve the minutes, Elaine St. Onge seconded the motion and the vote showed all members in favor.

**Announcements/Introductions:** None were made.

**Action items from last month**

**Visitor Demographics Survey** - Peter Gillespie stated that the comment card has been completed and distributed to the Historical Society, The Webb Deane Stevens Museum and the Shopkeeper's Association. The survey data is needed for the Master Plan. It was agreed that the organizations would conduct as many surveys as possible and Peter Gillespie will try and pick them up periodically once a month.

**Budget 2006-2007** - Peter Gillespie reported that next year's budget is likely to contain \$32,267 dedicated to the Tourism Commission.

**Display Board** - Paul Montinieri was not present, Peter Gillespie reported that the display board has been completed and is located at Oldham Studios. Chris Traczyk noted that the leaves are still in the design.

**Reports:**

**Grant Funding - Preserve America** - Peter Gillespie noted that a committee will be formed by the Town Manager to oversee the master planning process, Anne Kuckro, Chris Traczyk and Phil Santopietro agreed to serve. Anne Kuckro will contact Rae Ann Palmer to set up a meeting. Charlie Forsdick reminded the members that the 3 most important things to include in the plan are the wayfinding signage, marketing and overall master plan. Peter Gillespie will notify Amy Webb that they will have to submit a response to the RFP. Rae Ann Palmer should be contacted to find out about other funding opportunities.

**Marketing and Publicity Committee**

**Radio advertising** - Elaine St. Onge reported that the contracts are in place and the messages have been written. The first ads will appear May 9-17.

**Collateral for June exhibit booth** - Elaine St. Onge reported that they are waiting for the Shopkeepers brochure to be reprinted. A stuffing party will be scheduled for late May. Chris Traczyk suggested the need to print a brochure on the guided tours available and place a pdf file on the website. Carol Bruce reminded everyone that Lois Clarke needs to get credit for any pictures that are used.

**Strategic Plan Committee**

**Scope of Services - National Trust - Status** - Peter Gillespie will contact Amy Webb and ask her to

respond to the RFP that will be prepared as part of the Preserve America grant.

**New Business:** No new business to discuss.

## **Project List/Updates**

**Comprehensive list of tours available for individuals and/or groups** - Chris Traczyk has prepared a brochure.

**Tourism DVD** - Lois Clarke is still interested in working on this project in conjunction with the Senior Net project, however she is having difficulty getting around with her mobility. Carol Bruce will contact Pelton's to see if they can assist with a donation.

**RFQ Marketing and Public Relations Services - Status** - Peter Gillespie reported that the only firm to respond to the detailed proposal was Keiler, Magee did not respond. It was agreed to negotiate contract terms with Keiler.

**Wayfinding Signage** - Staff are still working on the location plan and photos of all existing signs. Peter Gillespie reported that \$1,000 is still earmarked for the project through the Greater Hartford Arts Council. It was suggested that staff should contact a signage firm to prepare some type of visual for a presentation to Council.

**Trolley/Bus Wrap** - Paul Montinieri is still working on the project in an effort to get the wrap completed by the May 27 Memorial Day Parade. Anne Kuckro, Chris Traczyk and Charlie Forsdick volunteered to assist Paul with the graphics.

**Other Business** - Chris Traczyk noted that several members terms will expire soon - Carol Bruce, Anne Kuckro and Phil Santopietro. Carol stated that she is not interested in continuing, Anne will stay on for the immediate future and Phil Santopietro will check with his employers. The names of Joan Hughes, Karten Rossi, Erik Cavioli and Barb Bellas were suggested as replacements.

**Next Meeting:** 5:30 PM May 30, 2006- Town Managers Conference Room

**Adjournment** - Elaine St. Onge motioned to adjourn the meeting at 6:29 p.m., Phil Santopietro seconded the motion and the vote showed all members in favor.

Respectfully Submitted

Peter D. Gillespie  
Town Planner/Economic Development Manager