

## **WETHERSFIELD TOURISM COMMISSION**

**Meeting: Tuesday, September 26, 2006**

**5:30 PM**

**Town Manager's Conference Room**

### **MINUTES**

Call to Order - Chairman Forsdick called the meeting to order at 5:38 p.m.

Attendance - Chair - Charles Forsdick, Vice Chair Chris Traczyk, Ellen Goldberg, Joan Hughes, Anne Kuckro, Charlie Ford and Jerry Munroe. Staff - Peter Gillespie Town Planner/Economic Development Manager.

Public Comments - No one from the public was present.

Approval of Minutes - August Meeting - Chris Traczyk motioned to approve [the meeting minutes from the August 2006 meeting](#) and the motion was seconded by Anne Kuckro with all members voting in favor.

#### **Announcements/Introductions:**

Chair Forsdick announced that he will be away from Town for the next few meetings and has asked Chris Traczyk to run the meetings in his absence.

Anne Kuckro announced that on Saturday the 30th a sign recognizing the Washington/Rochambeau event will be unveiled at the Old State House. An additional check of \$300 will be forwarded to the Town to offset the brochure costs and should be paid to Magee Marketing. Chair Forsdick noted that Magee Marketing has downsized its staff and is looking to sell the Hartford Ave property.

#### **Reports:**

##### Grant Funding

Preserve America - Use of funds - RFP Status - Chris Traczyk reported that 3 firms have been interviewed without a clear consensus on the preferred consultant. The Committee will be meeting shortly to discuss the interviews. Chair Forsdick encouraged the selection of a firm with the appropriate resources to fall back on.

##### Display advertising

Greater Hartford Visitor Guide - Chair Forsdick presented a colorized version of the "Stop, Look and Linger" print ad. The cost would be \$1638 for a 1/4 page and \$125 for the setup costs for Magee Marketing. Anne Kuckro motioned to place the ad, Chris Traczyk seconded the motion and the vote showed all members in favor.

##### Promotion Packet Distribution

New folder design - Chair Forsdick reported that New England Calendar and Novelty had quoted a price of \$1170 for 500 9X12 Burgundy colored, folders with the Historic Wethersfield logo in gold imprinted foil. The folders would have 3-4 slots inside for insert pieces. Ellen Goldberg motioned to approve the spending for 500 folders, Jerry Munroe seconded the motion and the vote showed all in favor.

##### Publicity

Hotel Guest Guide - Box listing - Chair Forsdick reminded the Commissioners that the Commission had previously agreed to a \$3,000 contract for the Hotel Guest Guide for net year.

Tourism DVD - Anne Kuckro - Peter Gillespie will follow up and introduce Anne Kuckro as the

point person on this project.

Web Site - Ellen Goldberg reported that events are now getting listed more frequently than in the recent past.

Shopping page - Chair Forsdick noted that the shopping page needs to be updated and suggested linking to the Shopkeepers website.

Chair Forsdick suggested that at a future meeting the issue of the difference between Old vs. Historic Wethersfield vis-a-vis Shopkeepers and Tourism web addresses should be discussed in order to avoid confusion. Charlie Ford noted that the Shopkeepers have had the address for a few years which has cost money and created some branding for them. The costs to change may be prohibitive but he will bring the matter to the shopkeepers association.

Way-finding Signage - Status - Chris Traczyk suggested holding off on additional work until the Preserve America firm is chosen.

### **Old Business:**

Budget: 2006-2007 - Chair Forsdick noted that an additional \$2,000 has been billed for the Trolley wrap.

Electronic tour guides - Chair Forsdick handed out a letter from Acoustiguide for an electronic tour guide system with associated costs. A copy of the letter has been forwarded to Rae Ann Palmer for future grant opportunities.

Tourist Itineraries - Chair Forsdick reported that a draft of an itinerary has been developed by Terry Forsdick, Jerry Munroe agreed to review and critique in order for the document to be revised for use in the promo packets.

Trolley/Bus guidelines - Chair Forsdick distributed a listing of eligible local organizations and the price schedule, it was suggested that the churches are not included. Paul Montinieri will discuss with AA Transportation.

### **New Business:**

Jerry Munroe noted that she is working on a brochure to be used to promote Wethersfield to Boaters. Jerry also noted that there was no mention of Wethersfield in the Fall Driving Tour sponsored by the River Valley Tourism District publications, Anne Kuckro agreed to follow up on this.

Anne Kuckro reported that the newly renovated Old State House is reopening and is much more user friendly.

Chair Forsdick reminded the members about the Historic District Forum scheduled for Thursday evening at the Keeney Center.

Chair Forsdick questioned the members regarding the preferred time for meetings. The 5:30 timeslot seems to work best.

Next Meeting: October 24, 2006, 5:30 PM - Town Managers Conference Room

Adjournment - Jerry Munroe motioned to adjourn the meeting at 7:06 p.m., Anne Kuckro seconded the motion with all members voting in favor.

Respectfully Submitted

Peter D. Gillespie  
Town Planner/Economic Development Manager