

WETHERSFIELD TOURISM COMMISSION

Meeting: Tuesday, October 24, 2006

5:30 PM

Town Manager's Conference Room

MINUTES

1. The meeting was called to order 5:35 pm by acting Chair Traczyk.

2. **Attendance:**

Chris Traczyk, Charlie Ford, Gerry Munroe, Elaine St. Onge , Ellen Goldberg, Paul Montinieri

3. Approval of [September meeting minutes](#) motioned by Charlie Ford, seconded by Chris Traczyk, unanimous approval.

4. No Report from EDIC due to no meeting yet

5. **Grant Funding:** Chris reported that Preserve America Grant has contracted with J Milner Associates of Westchester PA. This is going to Council for approval and board by end of November.

6. **Marketing and Publicity**

Committee completed the review of our current packets of Tourism information available to tour groups. Consensus was positive and current contents were approval for continued use.

Committee reviewed "VISIT Historic Wethersfield" content and name list and confirmed it will be updated as an insert

Reviewed Packet enclosures with respect to the "Tour Details" and "Suggested Itinerary" and "Historic Wethersfield" info. It was agreed by consensus that this information is duplication of material already utilized and included in packet, and website access.

It was recommended that this information be provided to website update contact (Lloyd) and kept current.

Gerry shared some state tourism descriptions relative to the Connecticut River access and Wethersfield. It was agreed by consensus that this information is in fact covered in the "Discover Wethersfield" brochure.

Gerry Also shared some information/insight into the tour possibility of walking through Wethersfield from the Cove/dock access

Elaine shared that she has requested a new packet design for the inside portfolio that would better accommodate the smaller inserts, and avoid the "slipping" around inside the pamphlet.

Committee reviewed Charlie Forsdick's content of "Historic Wethersfield" Chris moved to have this content addressed with a "cover letter" design for the packet distribution clients.

Committee confirmed that the "Stop, Look and Linger" ad had previously been voted on and approved on behalf of Peter's request.

Chris shared CGI communication packet on behalf of Peter. It was agreed that the committee would review this material and be prepared to discuss at next Tourism meeting.

Ellen Goldberg shared the historic wethersfield "shopping" page on the web for review. Elaine and Charlie Ford discussed some concern with respect to placement of "shopping" link. This was discussed and reviewed. It was confirmed that any shop keepers wishing to have their information updated should contact Lloyd.

Chris recommended that at a future meeting we bring laptops and review "live" each of the various sites we're discussing for pertinent feedback.

Chris proposed, and by consensus it was agreed, that the Marketing and Publicity Subcommittee be placed on indefinite "hold" until such time as volunteers can commit to an additional meeting. Paul recommended that we have "ad hoc" status for any special projects that present itself; this was agreed to by consensus.

Reviewed the Trolley guidelines memo and recommended that First Church be removed because of the unfairness of not having any other religious organization represented. It was clarified that these groups are eligible for discount due to their status.

Also clarified that the minimum hour charge is three hours.

Gerry mentioned that the Keene Foundation has some tour information available. Ellen confirmed the content will be forwarded to the town website.

7. Meeting adjourned at 7:14 pm

Respectfully Submitted
Paul Montinieri