

## **Wethersfield Tourism Commission Minutes - January 27, 2004**

Chairperson Kuckro called the meeting to order at 5:30 p.m. in the Town Manager's conference room. Members were Chairperson Kuckro, Paul Courchaine, Elaine St. Onge, George Botini, Pat Warner, Charles Ford, Donna Hemmann, Council Liaison; Kathleen Bagley, Director, Recreation and Parks Department and Peter Gillespie, Town Planner.

1. Public Comments.

No comments.

2. Approval of [Minutes - December 16, 2003](#).

Paul Courchaine moved to approve the minutes. The motion was seconded by Pat Warner and voted unanimously.

3. Strategic Plan for Tourism.

Commission members discussed a strategy for developing a planning process for the Strategic Plan. Peter Gillespie distributed a handout to use as a guide for developing a Master Plan of Tourism. He discussed the principles of the Plan -- identify expectations, establish goals, create a stakeholders group, identify and inventory resources, develop and evaluate alternatives, review feasibility of plans and develop implementation schedule. Mr. Gillespie suggested the possibility of hiring a consultant to facilitate this process. Commission members discussed using the facilitator to handle some of the brainstorming sessions throughout the process. Chairperson Kuckro thanked Mr. Gillespie for his input on this strategic planning process.

Commission members discussed the creation of a Strategic Plan and asked Mr. Gillespie if other communities have a Strategic Plan for Tourism. Mr. Gillespie will research this suggestion. Charles Ford volunteered to go through the old minutes of the previous Tourism Task Force and look at their Strategic Plan. Chairperson Kuckro asked Mr. Gillespie for an approximate range of cost for a facilitator. He suggested the facilitator cost could range from \$75 to \$100 per hour.

4. Budget.

Commission members discussed the proposed budget included in their packet. Charles Ford recommended that the budget be increased for advertising. Commission members thought an ad in AAA Travel Guide and Yankee Magazine might be a good idea for their promotion of Wethersfield. A suggestion was made to increase the advertising budget to \$5,000. All Commission members agreed with this suggestion. Commission members talked about the Web Site and placing the Calendar of Events on it. A suggestion was made to include \$3,600 to hire a consultant to facilitate the Strategic Plan process. Commission members were in favor of this suggestion. The final line item total for the budget would be \$18,950. A motion was made by Paul Courchaine and seconded by Pat Warner to submit a budget of \$18,950 for the Tourism Commission for Fiscal Year 2004-05. The motion passed unanimously.

5. Old Business.

a. Report from Heritage Partnership's Meeting.

Chairperson Kuckro reported that the sub-committee is working on the seasonal calendar and coordinating it with the Tourism Commission's Web Site.

b. Report from Sub-Committee Tour Bus Package.

Chairperson Kuckro reported that they are in the process of putting together 100 packets for tour bus operators. George Botini donated the white folders and McGee Marketing is developing the labels for

these folders. The packet will include an overview sheet, the activities and sites in town along with a reprint of an article from Connecticut Life "Taking a Walk through Old Wethersfield." Other information will be included that is pertinent to tourism in Wethersfield.

- c. Commission members talked about utilizing Wethersfield as a site in Central Connecticut that has access to many regional sites around the area. Wethersfield is centrally located and can be used as a base for people touring around the state. This idea will be explored at later meetings.
6. New Business.
    - a. A Convention Center ad in a local paper was discussed and members were interested in the organizations booking their conventions. Commission members will keep an eye on these bookings in order to encourage these visitors to Wethersfield.
  7. Adjournment.

The meeting was adjourned at 6:50 p.m. A motion was made by George Botini and seconded by Carol Adil. The motion passed unanimously.