

## Wethersfield Tourism Commission Meeting Minutes - June 29, 2004

Chairperson Anne Kuckro opened the meeting at 5:30 p.m. Members present were Chairperson Kuckro, Elaine St. Onge, Pat Warner, George Bottini, Charlie Ford and Charlie Forsdick. Staff members present were Peter Gillespie, Town Planner and Kathleen Bagley, Director, Recreation and Parks Department.

1. Public Comments.

No public comments.

2. Approval of [Minutes - May 25, 2004](#).

Pat Warner moved to approve the minutes. The motion was seconded by Elaine St. Onge and voted unanimously.

3. Reports.

A. Marketing Committee.

Chairperson Kuckro asked this committee to put together an RFP for a marketing firm to handle the next year's tourism calendar and any additional marketing needs. Chairperson Kuckro also reported that she will ask Dana Spicer to see if she is interested in serving on the Marketing Committee. Mr. Bottini reported that his committee will meet shortly to get the RFP out.

B. Strategic Plan Committee.

Committee members reported that they are moving along with this process and will be sending out an RFQ to look at potential consultants to help with this process. They discussed a timeline of receiving proposals by July 27 and by the end of August selecting a consultant. A motion was made by Charles Forsdick and seconded by Pat Warner to authorize the committee to send out an RFQ for this proposal. The vote was unanimous.

C. W3R Event on June 22.

Chairperson Kuckro reported that there was a good crowd in attendance for the Rochambeau event in Wethersfield. She reported that Representative Paul Doyle and Mayor Russ Morin attended this event.

D. Heritage Committee Report.

Charles Forsdick reported that the committee is concentrating on three areas:

1. A quilt show coming up March 19, 2005.
2. Looking into efforts to obtain grant money.
3. Set a fundraiser date for September 8.

Mr. Forsdick also reported that the Lady Katharine is a new cruise boat going up and down the Connecticut River out of the Charter Oak Landing. Possibly, a second boat will be added within the next year and it may be able to stop at the Cove. He reported the Historical Society will allow the quilt show to be held at the Keeney Cultural Center at no charge.

4. Old Business.

A. 2003-04 Budget.

Ms. Bagley reported that the budget balance is approximately \$428.88. Magee marketing will be submitting a final bill for sign work for the Rochambeau sign of approximately \$400. The Commission will have spent all their money for this fiscal year.

B. 2004-05 Budget.

Peter Gillespie reported that the Commission has \$12,500 for the upcoming fiscal year and they will need to look at their priorities for spending that money.

C. Grants from Connecticut Commission on Tourism.

Chairperson Kuckro reported that the town has received a \$2,500 grant to design marketing items for the Rochambeau Trail. Chairperson Kuckro reported this money would be used for design. They will need to look at other grant sources for funding the marketing items.

5. New Business.

A. Distinctive Directories - River Valley Brook Book.

Peter Gillespie reported that a company has approached the town to develop a business directory. He mentioned that these directories have been done in other towns and that the directory is mailed to every household and business in the town. The cost for ads is expensive. Charlie Forsdick suggested that this

might be a good project for the Chamber of Commerce and EDIC to undertake, but did not feel it was appropriate for the Tourism Commission. Commission members reviewed agreed with Mr. Forsdick.

B. Calendar Brochure.

Charlie Forsdick asked members to help him review the distribution numbers for the calendar.

Commission members reviewed his list and gave some suggestions for additional numbers to go to a variety of places.

C. Ms. Bagley reported that the brochure distribution company, CTM, distributed 3,500 brochures in May on the I-91 and I-84 corridor.

D. Chairperson Kuckro reported that the Tourism Commission has requested that the Town Council add additional members to the Commission with staggering terms of appointees. The Council will review this request at their next meeting. Chairperson Kuckro thanked all the members who served on the Commission who may or may not be returning.

6. Adjournment.

Elaine St. Onge moved to adjourn the meeting at 6:45 p.m. The motion was seconded by George Bottini and voted unanimously.