

Wethersfield Tourism Commission Meeting Minutes - July 27, 2004

Chairperson Anne Kuckro opened the meeting at 5:30 p.m. Members present were Chairperson Kuckro, Elaine St. Onge, Pat Warner, Charles Ford, Charles Forsdick, Ellen Goldberg, Paul Montinieri and Council Liaison Donna Hemmann. Staff members present were Kathleen Bagley, Director, Recreation and Parks Department and Peter Gillespie, Town Planner.

1. Public Comments.

No public comments.

2. Approval of [Minutes - June 29, 2004](#).

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

3. Election of Officers.

Chairperson Kuckro explained that she would be resigning as Chairperson of the Tourism Commission, but would still be a member of the Commission. She entertained nominations for a new Chairperson for the Tourism Commission. Elaine St. Onge nominated Charles Forsdick for Chairperson. The motion was seconded by Ellen Goldberg and voted unanimously. Chairperson Kuckro congratulated Charles Forsdick on his election to the office of Chairperson of the Tourism Commission. Chairperson Forsdick then chaired the meeting. The next order of business was the election of a Vice-Chairperson for the Commission. A motion was made by Anne Kuckro to nominate Pat Warner as Vice-Chairperson of the Tourism Commission. The motion was seconded by Elaine St. Onge and voted unanimously. Chairperson Forsdick thanked Anne Kuckro for all her service as Chairperson for the Commission. He explained that Anne was the driving force behind the Commission the past few years. Chairperson Forsdick mentioned that Anne's leadership was invaluable to promoting the town. Anne Kuckro thanked Chairperson Forsdick for his comments and said that she had a good team with a good committee to accomplish the many things over the past several years.

4. Old Business.

A. Chairperson Forsdick reviewed last year's budget with the Commission. He reported that all budget funds appropriated for the Tourism Commission were expended per the direction of the Commission.

B. Reprints for Life Publishing.

Peter Gillespie reported that the reprints are now in his office and available for use by the Commission. Members were reminded that the reprints were from a Wethersfield Life article and are scheduled to be mailed out in the promo kits to promote the Town of Wethersfield. Commission members suggested sending a copy of the reprints to the advertisers who helped pay for this reprint and also to put the reprints in the greeter manuals and at the information center.

5. Report.

A. Strategic Plan.

Peter Gillespie reported that four firms had submitted proposals. The sub-committee will meet on Thursday at 1:00 p.m. in the chamber office to review the proposals. Their target date for recommendation to the Commission is their August meeting.

B. Heritage Partnership.

Chairperson Forsdick reported that the Partnership was discussing a fundraiser for the fall; however, they are re-evaluating the event and will discuss it at their next meeting. They are working with the Junior Woman's Club to hold a quilting event in Wethersfield in March, 2005. The Partnership is looking to partner with groups to encourage them to sponsor programs in town. Chairperson Forsdick mentioned that the biggest partners for these programs are the Wethersfield Historical Society and Webb-Deane-Stevens Museum.

6. Budget 04-05.

The Town Council appropriated \$12,500 for the 2004-05 budget year. Chairperson Forsdick distributed a budget worksheet for Commission members to discuss priorities for the upcoming year. Commission members made several suggestions to the budget worksheet. The draft budget worksheet is attached to these minutes. Commission members cut \$690 appropriated for the welcome centers and cut \$400 for the advertising for the quilt show. The calendar printing was cut by \$400 and \$500 was cut from operations. These cuts brought the

Commission to their appropriated budget of \$12,500.

At this time, Town Manager, Bonnie Therrien, stopped into the meeting and introduced a new town employee, the assistant to the town manager, Rae Ann Palmer. Chairperson Forsdick welcomed Rae Ann and Bonnie to the meeting and thanked them for stopping in and visiting with the Commission.

As part of the budget process, Commission members discussed the calendar design and printing for the quarterly tourism calendar of events. Commission members felt it was appropriate to have the printers format the calendar and print the number of copies needed for the Commission. Commission members will look into the cost of this process. Another suggestion with the process, was the possibility of finding sponsors for the calendar. Commission members approved the budget with their revisions.