

Wethersfield Tourism Commission Meeting Minutes - August 31, 2004

Chairperson Forsdick opened the meeting at 5:30 p.m. Members present were Chairperson Forsdick, Pat Warner, Charles Ford, Anne Kuckro, Ellen Goldberg, Elaine St. Onge, Council Representative Julie Montinieri, Kathleen Bagley, Director, Recreation and Parks Department, Peter Gillespie, Town Planner and Rae Ann Palmer, Assistant to the Town Manager.

1. Public Comments.

No public comments.

2. [Minutes - July 27, 2004](#).

Elaine St. Onge moved to approve the minutes with one correction on Page 2, Section 6A, change the word "Tourism Plan" to "Strategic Plan." Anne Kuckro seconded the motion. Members voted unanimously for approval.

3. Old Business.

a. Fall Calendar.

Chairperson Forsdick reported that the fall calendar has been delayed. It will be at the printer shortly and will be distributed to appropriate places. Peter Gillespie will be sending out a quote to printers for the remaining three (3) calendars of this fiscal year. Quotes will be developed to send the calendar directly to the printer for this operation. The winter calendar deadline for information is October 1 and it will be sent off to the printer with the target date of distribution of November 1.

b. Grant Funding.

Anne Kuckro reported that she will be meeting with Rae Ann Palmer to investigate grant opportunities.

c. American Heritage Partnership Committee.

Work from the committee included using the manual in the training session for greeters. A quilt show has been scheduled for March 2005 sponsored by the Wethersfield Junior Woman's Club. Chairperson Forsdick reported that a meeting on town signage will be held next week with Mr. Zaleski.

d. Marketing and Publicity Committee. Chairperson Forsdick reported that Mr. Bottini resigned from Chairperson of the Marketing and Publicity Committee. Pat Warner will serve as the new chairperson temporarily. The committee is working on the marketing strategy for the Tourism Commission. They reported that grants are available for marketing and publicity from the Greater Hartford Arts Council, but a collaborative effort is needed to file an application.

e. Strategic Plan Committee.

1. Mr. Gillespie reported that two firms were selected for an interview as the consultant for the Tourism Commission's Strategic Plan.

Elaine St. Onge moved to accept the recommendation of the Strategic Plan sub-committee to hire the firm of Research and Resolution for the Tourism Commission's Strategic Plan. The motion was seconded by Anne Kuckro and voted unanimously. Chairperson Forsdick thanked the sub-committee members for their work on this project.

4. New Business.

a. Commission members reviewed the budget distributed by Chairperson Forsdick and approved the budget items.

b. Commission Vacancies.

Chairperson Forsdick reported that vacancies still exist for representatives for the Commission. He encouraged Commission members to suggest individuals to him for appointment to fill the vacancies.

c. Connecticut Commission and Culture and Tourism is sponsoring a half-day workshop in September at the Keeney Cultural Center to learn about low and no cost marketing ideas and opportunities. This workshop is free and Tourism Commission members are welcome to attend.

d. Fall Calendar Distribution.

Chairperson Forsdick reported that Peter Gillespie's office will receive the fall calendar of events and will contact individuals for pickup and distribution to the various sites.

e. Chairperson Forsdick reported that he will be unavailable for the next meeting, but Vice-Chairperson, Pat Warner, will conduct the meeting.

5. Adjournment.

The meeting adjourned at 6:45 p.m.