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## WETHERSFIELD TOURISM COMMISSION MEETING

Minutes - September 30, 2003

5:30 p.m. - Library Meeting Room

Members present were Chairman Anne Kuckro, Paul Courchaine, Wesley Christensen, Charles Ford, Pat Warner and Council Liaison Donna Hemmann.

1. Commission members approved the minutes of the August 26, 2003, meeting.
2. Old Business
  - A. Visitor's Manual - Charles Ford is waiting to hear from Richard Benfield who will contact the students who developed the visitor information manual. Commission members decided to ask Kate and Alex to turn over the C-D so that they can select and organize the information that was gathered for different uses. For instance, the Commission could provide a small binder including a single page for each the local attractions and menus from local restaurants to local B&B's and hotels. The extensive list of local businesses could be offered to the Wethersfield Chamber of Commerce for the guide that they are planning. The master manual, which is almost as comprehensive as a phone book, could be kept at the front desk at the Keeney Cultural Center. Council Liaison Donna Hemmann raised the issue of how to keep this up to date. She also suggested that we publicly thank Professor Benfield and his students during a Town Council Meeting.
  - B. Brochure Distribution - Pat Warner reported that the Webb-Deane-Stevens Museum is seeing visitors who have picked up the Wethersfield brochure at one of the hotels along the I- 84 and 91 distribution corridor. It was decided to resume distribution during the months of May through October 2004.
  - C. Calendar Distribution - Wes Christensen reported that Mr. Hall is distributing brochures and packets of 50 or 100 calendars to ten regional historic house museums.
3. New Business
  - A. The Heritage Partnership is looking for a volunteer coordinator. This position will be increasingly important as we begin to plan kick-off events for each season.
  - B. Chairperson Kuckro will coordinate plans for the kick-off of the winter season on December 6 with Pam Peck. Commission members authorized the expenditure of up to \$200 for entertainment, such as the Choraleers or Keane Foundation singers. Commission members suggested two afternoon performances. The first performance at 1:00 p.m. and the second performance 3:00 p.m., if possible.
  - C. The deadline for inclusion in the winter calendar is October 1. Neill Walsh will review submissions and hand them to McGee Marketing, whose current contract includes the design. Chairperson Kuckro will discuss with their designer, Frank Serrano, the Commission's desire to have a crisper photo or a line drawing on the front cover.
  - D. Commission members approved the list of meeting dates for 2004 (attached).
  - E. The Library is submitting an application to have the Buttolph-Williams House declared a "literary landmark" because of its association with the Cadelcott award-winning novel, *The Witch of Blackbird Pond*.
4. The meeting adjourned at 6:45 p.m.

Respectfully submitted, Anne Kuckro, Chairman