

[NOTE: These minutes are made available to the public prior to Tourism Commission acceptance.]

WETHERSFIELD TOURISM COMMISSION
Meeting: Tuesday, September 27 2005 5:30 PM
Town Manager's Conference Room
Minutes

1. Acting Chair Traczyk called the meeting to order at 5:35 p.m.
2. Members in attendance: Vice Chair Chris Traczyk, Elaine St. Onge, Carol Bruce, Ellen Goldberg, Charlie Ford, Phil Santopietro, Peter Gillespie - Economic Development Manager and Donna Hemman - Town Council.
3. There was no one present from the public to speak.
4. Approval of Minutes - Elaine St. Onge motioned to approve [the minutes of the August meeting](#) and Ellen Goldberg seconded the motion and the vote showed all members in favor.
5. Announcements/Introductions: There were no announcements to make.
6. Action Items from last meeting:

Information Kiosk - Mr. Gillespie distributed information on electronic kiosks and outdoor brochure display racks. A discussion ensued and Mr. Gillespie was directed to contact local firms like Oldham Studios and Wingsite Displays to discuss other options that they may be familiar with.

Photo Library - Chris Traczyk reported that she has not been able to contact the personnel at the high school regarding assistance with this project.

Brochure Racks - Carol Bruce reported that she has been able to contact 10 local businesses to take possession of brochure racks and the Historic Wethersfield brochures. Mr. Gillespie has been designated as the contact to replace the racks with brochures.

Visitor Demographics - Mr Gillespie reported that the Commission does not have a good handle on the type of visitor that comes to Town or opinions on the type of things that they are interested in doing on their visit. Mr. Gillespie distributed sample visitor surveys from other communities that could be useful in gathering this information. A draft survey will be distributed at the next meeting. Mr. Ford stated that the Shopkeepers Association would be interested in assisting with this project.

7. Reports:

Grant Funding - Mr. Gillespie reported that the Town has decided not to file for designation under the Preserving America's Places program and will consider a submission next year.

Marketing and Publicity Committee

Fam Tour - Mr. Montinieri was not present to report

Website - Ellen Goldberg reported that the website has been modified in order to allow for electronic submission of information to the event calendar. Mr. Gillespie will send out a notice to this effect. Mrs Goldberg reported that the site had 7,000 hits during the month.

Promo Kits - Elaine St. Onge reported that she had met with Mr. McNaughton and he has received the folders for printing. The reprint of the attractions list is also available.

Several tour groups have visited the area including groups from Ridgefield, Ct and Wisconsin.

Strategic Plan - Mr. Gillespie reported that the relationship with R and R has been terminated and a letter has been sent to them documenting the issues with the draft plan. Mr. Gillespie has been in contact with Amy Webb from the National Trust who is interested in working on the plan after the New Year. Mrs St. Onge supported working with Mrs Webb on this project. Mr. Gillespie stated that Mrs. Webb will be available the week of Oct 17 to discuss the scope of the project. Mrs. Traczyk suggested a committee meeting before the conference call with Mrs. Webb to clarify our expectations from the report.

Wayfinding Signage - Chris Traczyk reported that stakeholders are invited to a meeting to be held on October 11 at 5:30 at the Chamber of Commerce to discuss the report prepared by the Hartford Arts Council and to discuss the next steps.

8. Project Updates

Tourism DVD - Nothing to report from Lois Clarke.

Tour List - Melissa Sirick has met with Barb Bellas and they are making some progress.

9. Old Business

Budget - Mr. Gillespie will submit a budget report at the next meeting.

RFQ Marketing - Mr. Gillespie reported that a joint meeting with EDIC will be held on Friday Oct 7 at 10 am at Antiques on Main.

10. New Business

Elaine St. Onge reported that on March 11, 2006 at the Convention Center the Town has been offered an opportunity to showcase itself at Destinations CT. A 10 x 10 booth is available for \$700. Elaine will forward the information to Peter Gillespie for Tourism Commission sponsorship. The need for some type of display for this event was discussed. Mr. Gillespie will research options and report at the next meeting.

Carol Bruce reported that foot traffic has increased on the street as a result of Scarecrows on Main Street.

Charlie Ford reported that the Volkspport event will be held this weekend.

Mr. Ford suggested that an update is needed to the brochure off historic homes in old Wethersfield.

11. Acting Chair Traczyk adjourned the meeting at 6:40 pm.

Respectfully Submitted

Peter D. Gillespie
Town Planner