

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

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**WETHERSFIELD TOURISM COMMISSION**  
**Meeting: Tuesday, October 25, 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, Paul Montinieri, Charlie Forsdick, Charlie Ford. Also present: Peter Gillespie - Economic Development Manager, Joan Hughes and Neil Walsh.
3. There was no one present from the public to speak.
4. **Approval of Minutes** - Carol Bruce motioned to approve [the minutes of the September meeting](#), Ellen Goldberg seconded the motion with a change to Page 2, Item 7, promo Kits is modified to read" Mr. McNaughton is researching folder options". All members voted in favor.
5. **Announcements/Introductions:** There were no announcements to make.

6. **Reports:**

**Visitor Survey** - Chris Traczyk reminded the Commissioners that at the September 27 meeting it was agreed to devote a considerable amount of time at this meeting to the development of a final version of the visitor survey. Members of the Shopkeepers Association were also present to provide input on the draft survey distributed by Mr. Gillespie. A roundtable discussion of each question ensued and Mr. Gillespie was directed to revise the survey based upon the comments made and distribute to those in attendance before the next meeting.

Chris Traczyk stated that the Commission would like to have the Shopkeepers and the Museums assist in having visitors complete the surveys. Carol Bruce and Ellen Goldberg stated that they would have to go back to their respective organizations and request participation with this program. Chris Traczyk reminded the members that the information gathered will benefit all and give us a snapshot of who our visitor's are and what their opinions are. Chris Traczyk suggested if the museums needed additional information additional specific questions could be added. Members present were asked to have the revised survey reviewed by their respective organizations in advance of the next meeting.

7. **Destination Connecticut Event** - Peter Gillespie reported that the cost for the event to be held in March 2006 will be \$495. A copy of the display board proposal from WingSite for a variety of products was distributed. Costs range from \$2,650 to \$1400 for a table top unit. Additional costs for printed display panels at \$165 were discussed.

Paul Montinieri noted that there are other firms that produce a similar product and he offered to research this information. Chris Traczyk stated that the table top version appears to be the best way to go. Mr. Gillespie will contact EDIC, the Chamber and the Parks and Recreation Department to see if costs could be shared. Chris Traczyk stated that Erik Couch from the Marketing Committee would also help with this project.

8. **Strategic Plan** - Chris Traczyk distributed a copy of the revised scope of services to be discussed with Amy Webb. Members were asked to get comments back to Chris Traczyk or Peter Gillespie.
9. **Information Kiosk** - Mr. Forsdick reported that this years budget does not have funds for this pproject and questions the value to the visitors to Town. Carol Bruce reported that the Marketing Committee felt strongly that some method of distributing visitor information after hours is needed.

10. **Marketing** - Chris Traczyk reported that the Committee has \$3400 available to spend on advertising and requested that the Committee present a recommendation at the next meeting.
11. **Budget** - Peter Gillespie distributed a report on the remaining budget for 2005/2006 and stated that \$21,974.41 is available.
12. Chris Traczyk adjourned the meeting at 7:00 p.m.

Respectfully Submitted

Peter D. Gillespie  
Economic Development Manager/Town Planner