

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

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**WETHERSFIELD TOURISM COMMISSION**  
**Meeting: Tuesday, November 29, 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: Acting Chair Chris Traczyk, Elaine St. Onge, Carol Bruce, Paul Montinieri. Also present: Peter Gillespie - Economic Development Manager.
3. There was no one present from the public to speak.
4. **Approval of Minutes** - No vote taken due to a lack of a quorum.
5. **Announcements/Introductions:**

Chris Traczyk reported that Anne Kuckro was appointed to the Central Tourism District and stated that this is a great opportunity to improve the lines of communication with our Tourism District.

6. **Visitor Survey** - Chris Traczyk reminded the Commissioners that a copy of the revised survey had been sent out in the mail to each member. Carol Bruce pointed out a number of needed revisions to the survey. Elaine St. Onge reported that Doug Shipman is willing to rephrase some of the questions in the survey since he has experience with this type of survey and that staff should finalize the questions rather than have a survey prepared by a Committee. Mr. Gillespie will meet with Mr. Shipman to review the survey questions. The Commission would like to have the survey finalized by the Spring.

Discussion followed on the methods and dates to conduct the survey. The consensus was to have each organization conduct the survey on different days in order to get feedback from different people. Carol will investigate which days are busier at the Society and discuss this with Jennifer Eifrig.

7. **Reports:**

**Grant Funding** - Nothing to report.

**Advertising** - The Commission members discussed the effectiveness and costs of print media versus radio particularly public radio. Elaine St. Onge will investigate costs for radio promotion.

Discussion then moved on to the need to develop some handout items for the Destination Connecticut event in March. A budget for this will be discussed at the January meeting.

8. **Projects**

**Tour List** - No progress to report Barb Bellas and Melissa need to meet.

**Tourism DVD** - No progress to report.

9. **Old Business**

**Budget 2005-2006** Peter Gillespie reported that the budget has \$12,127 available. Chris Traczyk suggested that \$1,000 should be set aside for the display board and an additional \$3,000 for radio advertising leaving a balance of \$8,000.

**Photo Library** Chris Traczyk reported that Lois Clarke has agreed to permit the use of her digital photo library as long as credit is provided to her in the publication and a copy of the publication is provided to her for her files. Additionally, she has concern that the individuals shown in some of the photos had not provided permission for use of their images. The Town Attorney should be consulted on this issue.

## 10. New Business

**CTM Brochure Contract** Peter Gillespie reported that he had not yet received the proposal and no action was taken.

**2005 Governor's Conference on Culture and Tourism** Peter Gillespie reported that he had attended the event held at the Convention Center. The event was well attended and several of the sessions contained relevant information for the Commission.

**Fam Tour Follow Up** Paul Montinieri reported that he has had some discussion with the Convention Center staff regarding a satellite tour possibility with the Star Shuttle. He will be getting specific numbers for a future meeting.

**March Exhibit Booth** - Paul Montinieri reported that he has talked to Oldham Studios and Creative Dimensions regarding several options for the display booths. It appears that the costs will be in the range of \$3-3500 and that the decision should be made by Jan 15 in order to get the graphics completed in time. The intent is to share costs with EDIC and the Chamber. A decision on the photos and graphics to be included in the display still needs to be made.

Chris Traczyk suggested that a special meeting needs to be held in January to resolve all of these issues.

**Greater Hartford Guest Guide** - Peter Gillespie distributed a hard copy version of the Historic Wethersfield ad placed in this publication. Mr. Gillespie reported that the cost was \$2535.

11. **Strategic Plan** Chris Traczyk distributed a revised copy of the items to be included in the revised scope of services to be discussed with the National Trust For Historic Preservation. Peter Gillespie reported that Amy Webb, from their Boulder Colorado office, is still interested in working on the plan and is available after the start of the New Year. Mr. Gillespie will set up a conference call to finalize the contract in the next few weeks.
12. **Wayfinding Signage** - Chris Traczyk will set up a meeting in January with the stakeholders in an effort to start the inventory phase of this project.
13. **Public Act 05-228** - Peter Gillespie briefly explained a new State Statute that went into effect on July 1 entitled "An Act Concerning Farmland Preservation, Land Protection, Affordable Housing and Historic Preservation". The statute establishes an additional fee on land records and a portion of these funds might be available to Tourism projects through future grant opportunities.
14. **Meeting Schedule 2006** - Mr. Gillespie reviewed the 2006 meeting schedule dates and it was noted that the schedule refers to Thursday meetings versus the normal Tuesday schedule, Mr. Gillespie will revise the meeting schedule.
15. **Adjournment** - Acting Chair Traczyk adjourned the meeting at 6:23 pm.

Respectfully Submitted

Peter D. Gillespie  
Economic Development Manager/Town Planner