

# **Wethersfield Tourism Commission**

## **Minutes**

Tuesday, February 23, 2010 5:30 pm  
Town Manager's Conference Room  
Town Hall

- 1) Call to order – The meeting was called to order at 5:35 p.m. by Chair Traczyk.
- 2) Roll call (5 members required) – Members in attendance – Traczyk, Hall, McHugh, Ford and Delay. Also in attendance; Staff Peter Gillespie.
- 3) Approval of minutes from January meeting – No minutes available.
- 4) Open issues (Old Business)
  - a) Brochure Distribution contract and time frame – Peter Gillespie reported that he has requested a proposal from CTM and it has not yet arrived.
  - b) Cooperative Marketing Plan – Status – Chris Traczyk reported that an extension was requested for the grant completion, Pita Communication is under contract and a kick off meeting is scheduled for March.
- 5) New business
  - a) Ad Placement – Remaining budget 3K to be used as match for Coop grant.
  - b) Preserve America Plan Implementation – Chris Traczyk reported that Alta Lash has been holding public interviews throughout the community as a follow up to the plan and encouraged members to participate if possible.
  - c) Coop Grant Status (Magazine Insert) – Peter Gillespie reported that the grant was awarded to the Town Via the Historical Society in the amount of 10K and that the Commission must determine what ad, text and photo need to be used for the insert. There was general consensus that the spring ad should use the “Witch” ad and the Fall could use an Autumn image.
- 6) Reports – Subcommittees
  - a) Budget – Peter Gillespie reported that the following budget request had been submitted: GHCVB membership \$500, Ad design 2500, Ads 8000, website maintenance 2000, Brochure Distribution 8000.
  - b) Updates on Tourism Project List
    - Event production – Jenna Delay reported that she is looking for event activity to include on website and reported that there has been some discussion about a pumpkin festival in the Fall associated with the Farmers Market.
    - Photo Library – Peter Gillespie reported that he and Katie Sullivan had scheduled a meeting to discuss software acquisition and visitor tabulation results..
    - Stakeholder Directory – Charlie Forsdick had distributed an updated list earlier in the day.
    - Wayfinding Signage – C Traczyk reported that they are waiting for DOT review of the drawings.

Stakeholder Relations – Charlie Ford suggested that a May event may be scheduled after the Shopkeepers schedule an election of officers.

- 7) Reports – Affiliate Commissions/Organizations
  - a) Economic Development & Improvement Commission – D McHugh reported on the Wethersfield Shops Local program.
  - b) Central CT Culture & Tourism - G. Munroe – no report
  - c) 375<sup>th</sup> Anniversary - C. Traczyk – no report
  - d) Greater Hartford Convention & Visitors - C. Hall – referred to the list of upcoming conventions.
- 8) Adjournment – Carol Hall motioned to adjourn the meeting at 6:20 p.m. and Jenna Delay seconded the motion with all members voting in favor.

Respectfully Submitted

Peter Gillespie

Town Planner/Economic Development Manager