

Wethersfield Tourism Commission

Meeting Minutes

Tuesday April 24, 2012 5:30 pm
Town Hall, Basement Conference Room

- 1) Call to order – Chair Traczyk called the meeting to order at 5:35 p.m.
- 2) Roll Call (5 members required for quorum) – Members in attendance: Traczyk, Ford, St. Onge, Hall and Aforismo.
- 3) Approval of Minutes – January 2012 – Elaine St. Onge motioned to approve the minutes, Carol Hall seconded the motion with all members in favor.
- 4) Open issues (Old Business)
 - a) CT Culture & Tourism Cooperative Marketing Challenge Grants – No change in status to report.
 - b) Certified Local Government – Chair Traczyk reported on a meeting held with the Town Manager and Assistant Town Manager with a consensus to proceed, Historic District Commission will need to support application.
- 5) New Business
 - a) Photo Contest Members Traczyk, Ford and Aforismo agreed to volunteer on judging panel with local photographers, meeting scheduled for April 30.
 - b) Annual Report – Copy distributed to members.
 - c) Stakeholders Meeting held on April 12 at Comstock Ferre and consensus to pursue Fall grant for walking tour app.
 - d) CTM Media Group – 2012 Proposal Brochure Distribution – Mr. Gillespie distributed CTM proposal for brochure distribution, rack card and electronic media opportunity. Mr. Gillespie reported that the Town has several open Purchase orders with CTM that should cover costs. Carol Hall motioned to contract with CTM as depicted in proposal, Elaine St. Onge seconded the motion with all members in favor.
 - e) Website RFP – Mr. Gillespie reported that 20 proposals had been received and are presently being reviewed.
 - f) Budget – Mr. Gillespie reported that he will be meeting later this evening with Town Council to review budget proposal of \$12,556.
 - g) Preserve America – Chair Traczyk reported on status of Heritage Commission.
 - h) Wayfinding Signage Program – Mr. Gillespie reported that next year's CIP includes some funding for Phase 2 implementation.
 - i) Vibrant Communities Initiative Grant – Mr. Gillespie reported on this grant opportunity through the CT Trust for planning funds for revitalization of historic structures. Mr. Gillespie reported that he was able to file the application on time.
- 6) Reports – Affiliate Commissions/Organizations
 - a) Economic Development & Improvement Commission – D McHugh – No report.
 - b) Central CT Culture & Tourism - G. Munroe – No report.
 - c) Greater Hartford Convention & Visitors - C. Hall – No report.
 - d) OW Shopkeepers – C. Ford – Discussing Fall event, need tourist map for handout, possible October Fest in 2013

- e) WHS – Elaine St. Onge summarized upcoming events including encampment and Vintage baseball at Cove Park, Parade, Sheldon’s Horse Guards.
- f) WDS – Katie Sullivan – No report.
- g) Chamber – Breakfast speakers, Annual Meeting, and Wine Tasting fund raiser.

7) Other Business

- a) Charles Ford has been contacted by Group Tours magazine with ad rates which was shared, and the need for a Group Tour Information packet.

8) Adjournment – Chair Traczyk adjourned the meeting at 6:35 p.m.

Respectfully Submitted

Peter Gillespie

Town Planner/Economic Development Manager