

Wethersfield Tourism Commission

Meeting Minutes

Tuesday August 28, 2012 5:30 pm
Town Hall, Town Manager's Conference Room

- 1) Call to Order – Chair Traczyk called the meeting to order at 5:30 p.m.
- 2) Roll Call (5 members required for quorum) – The following members were in attendance: Traczyk, St. Onge, Spratlin, Aforismo, McHugh, Hall, Forsdick, Ford. Chair Traczyk welcomed new member Ellen Spratlin to the Commission.
- 3) Open issues (Old Business)
 - a) CT Culture & Tourism Cooperative Marketing Challenge Grants – Mr. Gillespie noted that the grant funds have not yet been received. He will contact Rena Calcaterra at State Tourism to discuss. Mr. Forsdick offered his assistance.
 - b) Stakeholders Meeting – Review and Next Meeting Date – Chair Traczyk summarized the July 27 meeting at which the grant applications were discussed, Fall events were noted and the need for a Group Tour policy was discussed. The next meeting was tentatively scheduled for Sept 5 at 11:30 am at Silas Robbins House on Broad Street.
 - c) Website Redesign and Update – Mr. Gillespie reported that QScend is under contract with and October 1 on line date for the new website. Chris Traczyk reported that she met with Jesse Smith webmaster to discuss status and prepare for new website design.
 - d) Wayfinding Signage Program – Peter Gillespie reported that the Town has authorized Sign Lite to proceed with the next batch of signs and is still working on potential design changes to address concerns with recent sign installations. It was suggested that Mike Zaleski is contacted to discuss his observations.
 - e) Vibrant Communities Initiative Grant – Mr. Gillespie reported that the RFQ will be advertised tomorrow with a response date of September 20. The Stakeholders group will meet shortly after to review and recommend selection for the October 1 Council meeting.
- 4) New Business
 - a) Main Street Investment Fund Grant Opportunity – Chair Traczyk summarized this grant opportunity and suggested that the Town should pursue funding for \$500,000 to implement the recommendations of the Preserve America Master Plan for streetscape improvements, pedestrian and bicycle amenities, traffic improvements and façade improvements. It was suggested that the Stakeholders group meet to work out the grant details.
 - b) September/October AAA Journey Ad – Mr. Gillespie reported that the ad has been placed along with an online ad banner. Mr. Gillespie noted that the Pita Group assisted with the ad redesign and banner placement.
 - c) CT Tourism – Tourism Product Development Grant – Chris Traczyk suggested that after researching the grant requirements that it appears that it might be advisable to pursue grant funding of \$30,000 for the design and installation of a

- map kiosk and interpretive signage locations throughout the Historic District. A match of \$15,000 would be required however, in kind services can be used as the match. It was suggested that both the Webb Deane Stevens and Historical Society should be contacted to provide staff hours for research and design assistance for the grant. Details to be discussed at Stakeholders meeting.
- d) Wethersfield High School – Mobile App – Chris Traczyk reported that staff have been contacted by Wethersfield High School with an offer to develop a walking tour app for Android phones. A meeting will be scheduled to discuss. It was suggested that the Historical Society could assist with the Tour details.
- 5) Reports – Affiliate Commissions/Organizations
- a) Economic Development & Improvement Commission – D McHugh reported that the Commission did not meet in August.
 - b) Central CT Culture & Tourism – No report.
 - c) Greater Hartford Convention & Visitors - C. Hall – No report
 - d) OW Shopkeepers – C. Ford – Scarecrows on Main starts on September 29 and runs until October 28.
 - e) WHS – Elaine St. Onge reported on schedule walks and Burying Grounds Tours.
 - f) WDS – Katie Sullivan – No report.
 - g) Chamber of Commerce – Charlie Forsdick reported that the Chamber is planning a car show next spring somewhere on the Silas Deane Highway, Cornfest planning is underway.
 - h) Photo Contest – Mr. Gillespie reported that the contest winning photos are on display in the Library. Chris Traczyk suggested that a small reception for the winners should be held in the near future to announce the next contest and recognize the past winners. Dorcas McHugh will ask EDIC for an additional \$250 for the contest winners.
- 6) Other Business
- a) Farmer’s Market – Peter Gillespie reported that a Farm To Table Dinner is planned for September 20, tickets are being sold and an email will be distributed with more details.
- 7) Adjournment – Chair Traczyk adjourned the meeting at 6:35 p.m.

Respectfully Submitted

Peter Gillespie, Town Planner