

Wethersfield Tourism Commission

Meeting Minutes

Tuesday February 26, 2013 5:00 pm
Town Hall, Town Manager's Conference Room

- 1) Call to Order – Chair Traczyk called the meeting to order at 5:19 p.m.
- 2) Roll call (5 members required for quorum)

	Present	Absent	Excused
Chris Traczyk, Chair	x		
Katie Sullivan, Vice Chair		x	
Charlie Forsdick			x
Elaine St. Onge	x		
Charles Ford	x		
Shireen Aforismo			x
Dorcas McHugh	x		
Ellen Spratlin	x		
Cynthia Riccio		x	
Carol Hall (alternate)	x		
Jenna Delay (alternate)		x	

Also present: Peter Gillespie, Town Planner/Economic Development Manager.

- 3) Approval of Minutes – January 2013 – Elaine St. Onge motioned to approve the minutes, Charlie Ford seconded the motion and all members present voted in favor.
- 4) Open issues (Old Business)
 - a) Brief Updates
 - i) Rack and Postcard Design – Mr. Gillespie stated that he has not yet approved the final design for the rack cards. A draft of the design was passed out. It was agreed that the events to promote for the Spring Summer card include: Family History Day, Open House Day, House/Garden Tours, Concert Series, Lecture Series, Comstock Ferre event. Mr. Gillespie reported that CTM's printing prices have been reduced and reported that 50,000 rack cards could be printed for about \$1400.
 - ii) Wayfinding Signage Program – No update.
 - iii) Vibrant Communities Initiative Grant – Workshop February 28 – Masonic Building/Comstock Ferre properties – Mr. Gillespie reported on the upcoming workshop and the need for public participation. Members were encouraged to attend and bring other interested citizens.
 - iv) Main Street Investment Fund Grant – Waiting for spring time decision from DECD.
 - v) Wethersfield Heritage Trail – Additional Grant Opportunities – Mr. Gillespie reported that he has been exploring other potential funding sources and that Justin LaFountain has been working on the project. It was suggested that assistance from the Wethersfield Academy for the Arts and the Historical Society could be pursued.

- vi) Website Redesign and Update – Mr. Gillespie reported that all of the present website content should have been moved to the new website files, Jesse Smith is working on any required edits.

5) New Business

- a) Stakeholders Meeting – No report.
- b) Budget 2013/2014 – Mr. Gillespie reported that he will soon be meeting with the Town Manager to discuss the proposed budget. At this time the budget includes:
 - 750 GHCVB membership
 - 2500 Ad design
 - 5500 ads
 - 3500 website
 - 500 Photo Contest
 - 8000 Brochure Distribution
 - 1000 Street Banner
 - 2500 Carriage/Trolley
 - \$24,250 Total

Carol Hall motioned to recommend the proposed budget, Ellen Spratlin seconded the motion and all members voted in favor.

6) Reports – Affiliate Commissions/Organizations

- a) Economic Development & Improvement Commission – D McHugh reported on the Town Calendar, the upcoming workshop and budget.
- b) Central CT Culture & Tourism – K Sullivan – no report.
 - i) Greater Hartford Convention & Visitors - C. Hall indicated that she will be attending an informational meeting in Rocky Hill
- c) OW Shopkeepers – C. Ford – No report
- d) WHS – Elaine St. Onge reported on the Taste of Wethersfield April 13.
- e) WDS – K. Sullivan no report.

7) Other Business

- a) Chair Traczyk noted that Mr. Gillespie had received an updated 2013 proposal from CTM Media Group brochure distribution, rack cards, Visit Ct Map ad placement and the Explore Board Touch screens. Several comments were noted and Mr. Gillespie was directed to work with CTM on a final contract and discuss any include any outstanding credits and purchase orders.
- b) Mr. Gillespie reported on the recent article in Hartford Magazine on Wethersfield.
- c) Mr. Gillespie distributed copies of the 2013 Town Calendar and noted that he will be forwarding complimentary copies to the Photo Contest entrants.

8) Adjournment – Chair Traczyk adjourned the meeting at 5:53 p.m.

Respectfully Submitted

Peter Gillespie
Town Planner/Economic Development Manager