



**Wethersfield Tourism Commission
Meeting Minutes**

Tuesday September 24, 2013 5:00 pm
Town Hall, Town Manager's Conference Room

- 1) Call to order – Chair Traczyk called the meeting to order at 5:02 p.m.
- 2) Roll call (5 members required for quorum) – Members Traczyk, Forsdick, Spratlin, McHugh, Sullivan, St. Onge and Ford.
- 3) Approval of Minutes – No action required as the August meeting was not held.
- 4) Open issues (Old Business)
 - a) Updates
 - i) Rack and Postcard Design and Distribution – Peter Gillespie reported that the Fall/Winter Card has been printed (25,000) and is being distributed by CTM Media. Mr. Gillespie reported that he will be getting a proposal from the Pita Group to design a new monthly newsletter template for use with Constant Contact.
 - ii) Wayfinding Signage Program – Peter Gillespie reported on the recent installation of the Historic District signage. Mr. Gillespie stated that he has been asked to get pricing for the installation of backing materials on some of the signs. Members questioned the need and additional cost ramifications. Mr. Gillespie was encouraged to close out the project and look into additional Preserve America grant opportunities.
 - iii) Vibrant Communities Initiative Grant – Masonic/Comstock Ferre – Chris Traczyk stated that the plan has been finalized and implementation should be pursued. A meeting with Comstock should be set up to discuss next steps.
 - iv) Wethersfield Heritage Trail – Grant Status – Mr. Gillespie stated that a decision on the CT Humanities Grant is expected in late October.
 - v) STEAP – Main Street Intersection – Mr. Gillespie reported that the grant is being delayed as paperwork is being processed.
- 5) New Business

- 6) Reports – Affiliate Commissions/Organizations
 - a) Economic Development & Improvement Commission – D McHugh reported that the EDIC has a new Chairman Mark Trahan and that work is underway with the 2014 Town Calendar, Salute To Business on December 12 and various façade improvement projects.
 - b) Central Regional Tourism District - River Valley – K Sullivan reported that she had attended a meeting at which the issue of funding had been discussed, State website hits have been increasing, travel shows were being attended, photo contest underway. It was suggested that Debbie and Ann from the tourism district should attend a future meeting. Kate also noted that they are preparing a website visitors guide that we may want to participate in.
 - c) CT Convention and Sports Bureau (CTCSB) - C. Hall – No report
 - d) OW Shopkeepers – C. Ford reported that the Scarecrows are going up this coming weekend and the awards will be presented on October 24.
 - e) WHS – Elaine St. Onge reported on a variety of upcoming activities: Prison Tours in October, Dunham House tours in December, Lantern Light Tours in November, Antique Show in November, Craft Show in October and the WHS is beginning a process to develop a Marketing Plan and has hired a consultant to assist.
 - f) WDS – K. Sullivan reported on several Thursday night lectures (Rochambeau, John Adams, Burying Ground activities, Thanksgiving Dinner, CT Magazine voted Best Historic House Museum.
- 7) Other Business – Chris Traczyk reported that the Photo Contest will be underway shortly, Stakeholders Meeting on November 1, a Japanese Delegation from Nagayo will be in Town in Mid October, Boston Globe Travel Writer in Town for late October article. Charlie Ford reported that he had received feedback that recently visitors from Australia did not receive accurate information from the Visitor’s Center. Chris Traczyk suggested that a need exists for some form of local walking tour type map and it was suggested that we could request that the Pita Group assist with the effort.
- 8) Next Meeting October 29, 2013
- 9) Adjournment – Kate Sullivan made a motion to adjourn the meeting at 6:08 p.m., Charlie Forsdick seconded the motion with all members in favor.

Respectfully Submitted

Peter D. Gillespie,
Town Planner/Economic Development Manager