



**Wethersfield Tourism Commission
Meeting Minutes**

Tuesday, February 25, 2014 5:00 p.m.
Town Hall, Town Manager's Conference Room

- 1) Call to order – Vice Chair Sullivan called the meeting to order at 5:01 p.m.
- 2) Roll call (5 members required for quorum) – Members in attendance – Bruce, Sullivan, Walsh, Aforismo, McHugh, Ford and Spratlin. Also in attendance: Charles Lyle. Lisa Walsh was welcomed as the new representative of the Wethersfield Historical Society replacing Elaine St. Onge. Member Aforismo questioned whether a decision had been made on starting the meeting a little bit earlier at 4:30?
- 3) Approval of Minutes – January 2014 – Member McHugh motioned to approve the minutes, member Ford seconded the motion and the vote showed all members in favor. A question was raised regarding the November meeting minutes, Mr. Gillespie will ad to the next meeting agenda.
- 4) Open issues (Old Business)
 - a) Updates
 - i) Wethersfield Heritage Trail – Project and Grant Status – Mr. Gillespie reported on the progress made to date and the schedule and reported that the committee has been meeting regularly and has made significant progress.
 - ii) Pita Group - Newsletter Design – Campaign Monitor – Mr. Gillespie reported that training is scheduled for Jesse Smith and staff including Chair Traczyk on Feb 26 on this new software.
- 5) New Business
 - a) Spring/Summer Rack Card – Peter Gillespie reported that he will be updating the photos used in the last edition and will distribute to all members for comment.
 - b) CTM Media Group – 2014 Contract – A copy of the proposal from CTM was distributed to all members for discussion and Mr. Gillespie reported that the WDS and WHS may take advantage of a 50% discount if they chose. Mr. Gillespie will be setting up a meeting to discuss. The Commission has a \$6,000 budget to work with. Member McHugh motioned to authorize Mr. Gillespie to negotiate a contract with CTM for the 2014 contract within the budget, Member Walsh seconded the motion and the vote showed all members in favor.
 - c) Groups Today – Coop Ad Opportunity – A copy of a coop ad opportunity was distributed. As the deadline was Feb 28 no action taken.

- d) Group Tour Planning Guide – The proposal from Group Tour magazine was distributed. A discussion ensued regarding the opportunities to attract group tours to Wethersfield. The deadline for the listing is April 1 for the History and Heritage edition. Katie Sullivan commented on her recent conversations with the Regional Tourism District and it was suggested that the Stakeholders need to meet and discuss offerings and promotions to group tour planners. This opportunity will be discussed at the next meeting.
 - e) Budget 2014/2015 – Mr. Gillespie distributed a copy of the present budget and status and reported that there is approximately \$11,000 available. Mr. Gillespie noted that the costs for Jesse Smith’s services for website maintenance and e-blasts/monthly event calendar have increased and the budget should be increased accordingly.
- 6) Reports – Affiliate Commissions/Organizations
- a) Economic Development & Improvement Commission – D McHugh reported that the last meeting was cancelled due to snow.
 - b) Central Regional Tourism District - River Valley – K Sullivan reported that the last meeting was cancelled due to snow.
 - c) OW Shopkeepers – C. Ford – No report.
 - d) WHS – Lisa Walsh reported on the plans for the Taste of Wethersfield and noted that they are re-examining the Concert Series.
 - e) WDS – K. Sullivan – Charles Lyle reported on the redesigned award winning website and the upcoming Tags and Treasures Sale scheduled for March 22 and 23.
- 7) Other Business
- 8) Next Meeting March 25, 2014
- 9) Adjournment – Member Walsh motioned to adjourn the meeting at 5:57 p.m., Member Spratlin seconded the motion and the vote showed all members in favor.

Respectfully Submitted

Peter Gillespie

Town Planner/Economic Development Manager