



**Wethersfield Tourism Commission
Meeting Minutes**

Tuesday, May 27, 2014 5:00 p.m.
Town Hall, Town Manager's Conference Room

- 1) Call to order – Chair Traczyk called the meeting to order at 5:03 p.m.
- 2) Roll call (5 members required for quorum)

	Present	Absent
Chris Traczyk, Chairman	x	
Katie Sullivan, Vice Chairman	x	
Ellen Spratlin		x
Shireen Aforismo		x
Dorcas McHugh	x	
Charles Ford	x	
Charles Forsdick	x	
Carol Hall		x
Carol Bruce	x	
Lisa Walsh	x	

Also in attendance: Irina Stoenescu, Comstock Ferre and Charles Lyle, Webb Deane Stevens Museum.

- 3) Approval of Minutes – April 2014 – Member Walsh motioned to approve the minutes, member Hall seconded the motion with the condition that the date is changed from March to April and the agenda item CTM Media reflect that WHS not WDS will not be participating and the vote showed all members in favor.
- 4) Open issues (Old Business)
 - a) Updates
 - i) Wethersfield Heritage Walk – Project and Grant Status – Chair Traczyk reported that the committee has been continuing to meet regularly and will meet again on June 12 and they are nearing completion on the writing of the narratives for the panels and graphics, a public meeting will be scheduled in July so that the panels can incorporate any citizen input.
 - ii) Spring/Summer Rack Card – Peter Gillespie reported that the card has been revised for the next print run and will be working with the Pita Group to revise the card for the Fall/Winter version. Thanks to the members who provided input. 15,000 cards were ordered.

- iii) CTM Media Group – 2014/2015 Contract – Mr. Gillespie reported that the WDS will be piggybacking on a discounted rate for the rack cards and we have incorporated \$1,050 cost sharing into the contract. The 2014/15 contract is valued at \$14,958.
 - iv) Budget 2014/2015 – Mr. Gillespie reported that the Tourism portion of the Planning and Economic Development budget was approved by the Town Council on May 13. The following Tourism budget request had been submitted: Brochure printing \$6,000, GHCVB Dues \$750, Ad Design \$2,500, Ads \$3,500 Website \$4,000, Brochure Distribution \$6,500, Street Banner \$1,000, Trolley/Carriage Rides \$1,000 Total \$25,250. Chris Traczyk suggested that Jesse Smith should spend time expanding the email databases for the newsletter and review updates to the website.
- 5) New Business
- a) Group Tour Package – It was suggested that this matter should be discussed at the next Stakeholders meeting to be held on June 6.
 - b) Main Street/Church Street Intersection – Mr. Gillespie reported that survey work is underway and traffic counts will shortly be completed which will allow us to begin the process of looking at improvements to the intersection. A series of meetings and public sessions will be held as well. Mr. Gillespie reported that a meeting is scheduled for tomorrow with the Historical Society to request their assistance with the research necessary regarding the meeting house/flagpole history and documentation. Dorcas McHugh commented on the importance of getting early public input in the process.
 - c) Stakeholder Meeting – June 6 – Chris Traczyk reminded everyone of the meeting schedule for 11:30 at Comstock. The main agenda item will be a focus on getting a Group Tour Package put together.
- 6) Reports – Affiliate Commissions/Organizations
- a) Economic Development & Improvement Commission – Dorcas McHugh reported on the Farmer’s Market and their recent movement to set up a private organization separate from the EDIC and the efforts to move forward with the Church and Main Street Intersection.
 - b) Central Regional Tourism District - River Valley – No report.
 - c) OW Shopkeepers – C. Ford – No report.
 - d) WDS – Charles Lyle reported that the Heritage Weekend was a great success with an estimate of 1000 or more people.
 - e) WHS – L. Walsh – Reported on the great collaboration for the Heritage Weekend and thanked all those who had participated.
- 7) Other Business
- a) Chris Traczyk reported on the following matters:
 - Trails event for seniors that had occurred at the Community Center on May 19 and thanked those who had volunteered including Denise Bradley, Carol Hall and Chris Traczyk.
 - Reminder to encourage votes for Wethersfield as a Fan Favorite Town.
 - Appointment of vacancies on the Commission.
 - Ask Jesse Smith to incorporate Wethersfield Tourism into the Newsletter heading.
 - Cancelling the next 2 meetings until the August meeting.

b) Charlie Forsdick commented that Tourism might want to consider developing a float for the various parades and inquire about funding for the Horse and Carriage for the next Parade.

8) Next Meeting August 26, 2014

9) Adjournment – Member Forsdick motioned to adjourn the meeting at 6:01 p.m., Member Sullivan seconded the motion and the vote showed all members in favor.

Respectfully Submitted

Peter Gillespie
Town Planner/Economic Development Manager