



**Wethersfield Tourism Commission
Meeting Minutes**

Tuesday, May 26, 2015 5:00 pm
Town Hall, Town Manager's Conference Room, First Floor

- 1) Call to Order - Chair Traczyk called the meeting to order at 5:06 p.m.
- 2) Roll call (5 members required for quorum)

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

- 3) Approval of Minutes – Not available.
- 4) Open issues (Old Business)
 - a) Updates
 - i) Wethersfield Heritage Trail – Project Status. Peter Gillespie reported that the unveiling is now planned for September and an extension has been requested from CT Humanities.
 - ii) Group Tour Packet – A final copy of the 2-sided flier prepared by the Pita Group was distributed. Katie Sullivan reported that she distributed copies of the Flier at the Portland Maine conference that she attended. Met with 2 promising group tour possibilities. Dissapointed with the CT presence. Met with reps from group tour magazine who are planning an editorial on Wethersfield in their August edition. Still need help to finalize the group tour details and prices.
- 5) New Business
 - a) Stakeholders Meeting – Scheduled for June 9 at 11:30 a.m. at the Webb Barn at WDS seemed to work for all in attendance.
 - b) Budget – Mr. Gillespie reported that next year's budget will be consistent with this year's budget.

- c) CTM Contract – Rack Card Distribution – Mr. Gillespie reported that he will be soliciting a proposal for the 2015 season.
 - d) Website – Mr. Gillespie reported that he will be analyzing the usage of the website to determine whether additional improvements are required.
 - e) Welcome Wagon – Use of Historic Wethersfield Logo – Mr. Gillespie reported that Judy Keane in her capacity as an EDIC member has requested permission to use the logo as part of a new initiative to create a Welcome Wagon information package that would be distributed to new residents and new businesses. The EDIC will be working with the Chamber and local realtors to distribute the packets. The members were in support of the request. Chair Traczyk suggested that the Commission should be doing more with merchandising the promote the Historic Wethersfield red onion logo/brand
- 6) Reports – Affiliate Commissions/Organizations
- a) Economic Development & Improvement Commission – Mr. Gillespie reported on the Welcome Wagon initiative.
 - b) Central Regional Tourism District - River Valley – K Sullivan reported on State budget cuts and that State legislators are planning to keep the Regional Districts in place.
 - c) OW Shopkeepers – June 6 sidewalk sale planned, Wethersfield Night at the Rock Cats July 10, several new members have joined.
 - d) WHS – L. Walsh no report.
 - e) WDS – K. Sullivan reported that the encampment was well attended and tours were held all day during the Heritage Weekend.
- 7) Other Business –
Chair Traczyk reported that the Hartford Stage had expressed some interest in working with Historic Wethersfield.
- 8) Next Meeting – June 30, 2015.
- 9) Adjournment – Chair Traczyk adjourned the meeting at 5:53 p.m.

Respectfully Submitted

Peter Gillespie