



**Wethersfield Tourism Commission  
Meeting Minutes**

Tuesday, February 24, 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 5:07 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	

- 3) Approval of Minutes – December 2014 – Katie Sullivan motioned to approve the minutes, Dorcas McHugh seconded the motion and the vote showed all members in favor.
- 4) Open issues (Old Business)
  - a) Updates
    - i) Wethersfield Heritage Trail – Project Status. Peter Gillespie reported that he put the project out to bid and received 3 proposals with the low bidder being W S Sign design from Springfield Mass in the amount of \$39,320. Mr. Gillespie was happy with the bid number although it was a little bit over the budget. Funds from the wayfinding signage project are being used to make up the difference. The group is now working on the final panel edits and is still attempting to have the project unveiled on May 23 which will be a challenging deadline.
    - ii) Main/Marsh/Church Street Intersection Improvements – Mr. Gillespie reported that a community meeting was held and in general the comments were supportive of improving the intersection with the main concern being whether the improvements will result in a 2 vs. 4 way stop intersection. Final plans must now be developed in order to put the project out to bid.
    - iii) Group Tour Packet – A meeting needs to be held to finalize the group tour details.

- 5) New Business

- a) Spring/Summer Rack Cards – Photos need to be updated through the Pita Group and a contract with Foster Printing and then with CTM for the distribution needs to be contracted. Mr. Gillespie will coordinate with the WDS to see if they want new rack cards as well.
  - b) Trolley – Mr. Gillespie reported that he had placed a \$3,000 request in next year’s budget for this item.
  - c) Stakeholders Meeting – Friday March 20 at noon at WDS seemed to work for all in attendance.
  - d) Budget – Mr. Gillespie reported on this year’s budget status and distributed a copy of next years proposed \$27,250 budget
- 6) Reports – Affiliate Commissions/Organizations
- a) Economic Development & Improvement Commission – D McHugh reported that the EDIC was planning a new initiative “Why Wethersfield” which is designed to promote Wethersfield as a community to Live, Work and Play.
  - b) Central Regional Tourism District - River Valley – K Sullivan reported on State budget cuts and she will know more at next week’s meeting. June 13 is Connecticut Open House Day.
  - c) WHS – L. Walsh no report.
  - d) WDS – C. Lyle reported that the privy project will be completed in the Spring, the Capital Campaign is underway and they are pursuing potential State bond funding for the project and women’s lecture series will be held on March 26.

7) Other Business –

Chair Traczyk suggested that one of the members should try and attend the upcoming International Tourism Summit to be held in Portland Maine April 27-29. Katie Sullivan expressed her willingness to attend. A motion was made by Carol Bruce, seconded by Dorcas McHugh to budget \$900 for this event, all members voted in favor.

Chair Traczyk noted that the State Tourism Conference is scheduled for May 12 at a cost of \$99/person.

The Commissioners discussed several upcoming Marketing opportunities and agreed to fund the Fall Getaway Guide for a ¼ page ad in the amount of \$1280, the 2015 CTM Map and the 1/3 page ad in the Greater Hartford Visitors Guide \$1,000, motion made by Dorcas McHugh, seconded by Katie Sullivan with all members voting in favor.

8) Next Meeting – April 28, 2015.

9) Adjournment – Chair Traczyk adjourned the meeting at 6:02 pm.

Respectfully Submitted

Peter Gillespie