

WETHERSFIELD TOURISM COMMISSION

Meeting: Tuesday, June 23, 2009 - 5:30 PM
Conference Room #1 [Basement]

MINUTES

- **Call to Order:** The meeting was called to order at 5:34 p.m. by Chair Charlie Forsdick.
- **Roll Call/Attendance** (5 required for quorum):

Member Name	Present	Absent	Excused
Charlie Forsdick, Chair	✓		
Chris Traczyk, Vice Chair		✓	
Shireen Aforismo	✓		
Jenna Delay	✓		
Charles Ford	✓		
Carol Hall		✓	
Dorcas McHugh	✓		
Geraldine Munroe	✓		
Elaine St. Onge	✓		
Katie Sullivan		✓	

Also present: Peter Gillespie, Town Planner

- **Public Comments:**
No one from the public was present.
- **Approval of Minutes:**
April 2009 Meeting – Elaine St. Onge motioned to approve the minutes of the April 2009 meeting, with the following changes: Mark Paul Montinieri present and on page 2 under the 375th Anniversary agenda item, change Historical Society to First Church., The motion was seconded by Gerry Munroe and all members voted in favor.

May 2009 Meeting – Elaine St. Onge motioned to approve the minutes of the May 2009 meeting and Gerry Munroe seconded the motion, Dorcas McHugh abstained from the vote as she was not present. All members voted in favor.
- **Announcements/ Introductions:**
Chair Forsdick made several announcements:
 - a. Members Traczyk, Munroe and Hall were reappointed to the Commission by Council.
 - b. Thank you to members St. Onge, Delay and Hall for volunteering at Farmer's Market.
 - c. Fireworks display is being planned for August 22 at Cove Park for 375th.
 - d. Cove Side Carnival will be on October 16-18 sponsored by the Keene Foundation.
 - e. A reporter from The Arch Diocese of Hartford's Crossroads Magazine will be in Town on July 8 to film for their TV show.
 - f. AAA Journeys reporter was very appreciative of the welcome received during the recent visit and the accommodations provided.

- **Old Business:**
- **Task List & Reorganization** – Chairperson Forsdick distributed a list of Areas of Responsibility that require member oversight and involvement and noted that the areas had been identified at the last meeting. He had notified Chris Traczyk of The Commission’s action and advised her of the proposed reorganization. Gerry Munroe motioned to approve the list and Dorcas McHugh seconded the motion with all members voting in favor.

Members volunteered to supervise or direct the Areas as follows:

Brochure Updating, Printing & Distribution	C. Forsdick w/Staff
Budget Proposals & Administration	C. Traczyk w/ Staff]
Display Advertising & Publicity Article Placement	C. Forsdick w/Staff & Ad Agency
Event Production & Special Promotions	E. St. Onge w/Local Organizations
Grant Solicitation & Fulfillment	D. McHugh w/Staff
Meeting Planners & Tour Operators Solicitation	G. Munroe/C. Hall w/Staff
Photo Library Maintenance	K. Sullivan w/Staff
Special Projects [as needed]	Volunteer
College Intern Assistance	J. Delay/K. Sullivan
DVD Production	G. Munroe
Stakeholder Directory	C. Forsdick
Way-finding Signage	C. Traczyk
Stakeholder Relations	C. Ford w/Staff
Visitation Tabulation & Reporting	K. Sullivan w/Staff
Website Management, Event Calendar & Newsletter Distribution	J. Delay

- **Farmers Market** - Jenna Delay reported on the success of the Market. Mr. Forsdick distributed a sign-up sheet for volunteers. Ms. Delay noted that they may need to recruit a market manager for next year as she may not be available.
- **Website Update** – Jenna Delay reported that the May inquiries were up by 1,100 from the previous year. Mr. Forsdick commented on the website header graphics and all agreed that the graphics were greatly improved and should be added to the website. Peter Gillespie noted that he had not received a bill from Keiler for this work.
- **Stakeholder List Expansion** – Charlie Forsdick and Charles Ford agreed to work on this item.
- **Tourism DVD** – Footage and still collection; Chris Traczyk/Geraldine Munroe will contact Paul Mayer for a status report. Mr. Forsdick noted that there will be a charge for his work.
- **Brochure Printing, RFP** – Peter Gillespie reported that he has received 2 comparable proposals for this work from CTM and Pond Ekberg. Mr. Forsdick motioned to award the project in the amount of \$4,175 for 25,000 brochures to Pond Ekberg, Elaine St. Onge seconded the motion with all members voting in favor.
- **New Business:**
- **Election of Chairperson** – Chair Forsdick requested nominations for Chairperson for 2009/2010. Mr. Forsdick nominated Chris Traczyk and, with there being no other nominations, closed the nominations. Mr. Forsdick motioned to elect Chris Traczyk as Chair, Dorcas McHugh seconded the motion and all members voted in favor.

Dorcas McHugh nominated Gerri Munroe as Vice Chair for 2009/2010 and, with their being no other nominations, Dorcas McHugh motioned to elect Gerri Munroe as Vice-Chair all members voted in favor.

- **Car Show Event** – Mr. Forsdick explained that a local car club has expressed an interest in organizing a car show in Historic Wethersfield. He reported that at their last meeting the Shopkeepers organization expressed interest in supporting the effort, but did not have the resources to produce it. The Chamber of Commerce has also been contacted to find out their level of interest. Elaine St. Onge agreed to follow up on this for a possible spring time event.
- **375th Parade** – Mr. Forsdick reported that the Committee was interested in having the Trolley and/or Horse and Carriage in the Parade on September 27, but needed some help in paying for it. It was determined that the Tourism budget did not have the flexibility to pay for this. Mr. Forsdick requested volunteers to carry the Tourism banner in the Parade. No one volunteered so it was suggested that a second Tourism banner be made so that a banner could be displayed on both sides of the Trolley when and, if, it is entered in this or future parades. Elaine St. Onge motioned to approve \$200 for another banner, Mrs. Aforismo seconded the motion and the vote showed all members in favor.
- **Student Assistance** – Mr. Forsdick explained that he has been attempting to recruit college tourism intern students to assist with Tourism projects. Jenna Delay and Charles Ford will assist with this effort.
- **Reports:**
- **Budget Status, 2008–09 & 2009-10** - Peter Gillespie reported that he is working on setting up PO's for the brochure distribution and printing costs.
- **Central CT Culture & Tourism Commission** - Geraldine Munroe discussed the difficult budget issues facing the District.
- **Economic Development and Improvement Commission** - Dorcas McHugh reported on a number of things including the façade program, way-finding signage, Shop Local programs.
- **GHC&VB, Potential Events** - No new events scheduled.
- **Grant Funding**
 - a. Marketing Grant: Peter Gillespie reported that he had received an extension for the marketing grant, however, the Town needs to fund the \$2,500 match.
 - b. Way-finding & Gateway Signage: Peter Gillespie reported that interviews are scheduled for July 1 with four firms. Thirteen proposals were submitted.
 - c. Stakeholder Meeting Schedule and Report: Peter Gillespie reported that the meeting had been held with limited attendance. Future meetings are being planned at a different time in an attempt to improve attendance.
 - d. Quarterly Report – Chairperson Traczyk will be preparing her quarterly report for Council.
- **Follow-Up Items**
 - a. Photo Library – Jenna Delay, Charles Ford and Katie Sullivan will be looking for students to work on this project.
 - b. Quarterly Report Response from Stakeholders – Katie Sullivan will take the lead on this.
- **Correspondence:** None

- **Next Meeting:** July 28, 2009 - 5:30 PM – Town Manager’s Conference Room
- **Adjournment:** - Chair Forsdick adjourned the meeting at 7:20 p.m.

Respectfully Submitted

Peter Gillespie
Town Planner