

Wethersfield Tourism Commission

Special Meeting Minutes

September 29, 2009 5:30 pm
Town Manager's Conference Room

- 1) Call to order – Chair Traczyk called the meeting to order at 5:32 p.m.
- 2) Roll call – members in attendance; Traczyk, Hall, Aforismo, Munroe, St. Onge, Forsdick, McHugh and Ford
- 3) Approval of minutes from last meeting – Elaine St. Onge motioned to approve the August meeting minutes, seconded by Mr. Forsdick with all members voting in favor.
- 4) Open issues (Old Business)
 - a) New Brochure printing – Completed and delivered.
- 5) New business
 - a) 2010 Visitors Guide Ad Placement – Chair Traczyk shared the ad rates for this publication: 1/8 page \$2055, ½ page \$4570. The members discussed the pros and cons of placing the ad and discussed the upcoming marketing plan. No action taken.
- 6) Reports – Subcommittees
 - a) Budget – No significant changes noted.
 - b) Updates on Tourism Project List
 - DVD Production – Gerri Munroe will contact Paul Mayer for follow up.
 - Wayfinding Signage – Chris Traczyk reported that the list of design firms had been narrowed down and a meeting had been scheduled to select a vendor.
 - Stakeholder Relations – Charlie Ford reported that invites had been mailed out for the Shopkeepers reception at J. Michael's Tavern.
- 7) Reports – Affiliate Commissions/Organizations
 - a) Economic Development & Improvement Commission – Peter Gillespie reported that the Salute To Business is scheduled for December 8 at the Country Club, a breakfast meeting with the real estate community is in the works and work is underway on a Shop Local program through the Business Directory that will be included in the Town Guide. Mr. Gillespie suggested that the Commission may want to place an ad in the Town Guide. After a brief discussion Mr. Forsdick motioned not to place an ad in the Town Guide, Elaine St. Onge seconded the motion and the vote showed all members in favor.
 - b) Central CT Culture & Tourism - G. Munroe reported that at this time with no budget in place she is not sure about the future of this agency.
 - c) 375th Anniversary - C. Traczyk reported on the various events coming up: Parade Carnival, Craft Fair, Antiques Show and Scarecrows on Main.

d) Greater Hartford Convention & Visitors - C. Hall reported that she was not aware of any additional conventions.

8) Other Business –

State Budget - Mr. Forsdick questioned the status of the State Budget relating to Tourism and asked Mr. Gillespie to inquire.

Meeting Dates – Chris Traczyk reported that the next meeting date is October 27 and meetings in November and December will be held on an as needed basis.

Annual Report – Mr. Forsdick stated that the annual report still needs to be submitted.

WHS Reunion – Charlie Ford reported that he has been working on events scheduled for WHS Class of 54 reunion scheduled for October 2 and 3 and has been using some of the Tourism info packets. Mr. Ford suggested that maybe a formalized reunion packet could be put together for future classes.

9) Adjournment – Chair Traczyk adjourned the meeting at 6:24 p.m.

Respectfully Submitted

Peter Gillespie

Town Planner