

Wethersfield Tourism Commission

Special Meeting Minutes

Monday, December 14, 2009 5:30 pm
Town Manager's Conference Room

- 1) Call to order – Chair Traczyk called the meeting to order at 5:35 p.m.
- 2) Roll call – Members in attendance: Traczyk, Ford, Delay, McHugh and Forsdick.
Also in attendance Peter Gillespie.
- 3) Approval of minutes from last meeting – Mr. Forsdick motioned to approve the September meeting minutes, seconded by Mr. Ford with all members voting in favor.
- 4) Open issues (Old Business)
 - a) Brochure Distribution contract and time frame – Mr. Gillespie was asked to get a brochure distribution proposal from CTM and to inquire as to whether they could distribute to the remaining State Visitor Centers for us. Chris Traczyk suggested that due to budget cuts CCT would not be able to distribute the brochures to the Visitor Centers. Dorcas Mchugh and Chris Traczyk offered to assist with distribution if CTM could not assist with distribution to the Visitor Centers.
 - b) Cooperative Marketing Plan – Status – Chris Traczyk stated that PITA Communications had submitted a proposal for services and that the State CCT had just last week submitted comments on the proposal. Chris Traczyk will distribute the proposal and comments for all members to review. Peter Gillespie was asked to forward background information to PITA so that they could start work on the project.
- 5) New business
 - a) Ad Placement – Chris Traczyk reported that the Commission has only \$5400 in its display advertising budget and has several potential ad opportunities: Visitors Guide, Journeys Magazine and the opportunity to participate with the State CCT with a grant opportunity for newspaper ad placement. After a lengthy discussion of the pros and cons of these options Mr. Forsdick motioned to pursue an ad with the CCT newspaper initiative with the condition that the Town is successful with the associated grant program to offset the costs. The ad would cost the Town \$2 to \$3,000 and would have visibility to over \$3 million people, Dorcas McHugh seconded the motion and the vote showed all members in favor. Dorcas McHugh motioned to have staff work with the Wethersfield Historical Society on the submission of a CCT Grant for newspaper ad placement, Jenna Delay seconded the motion and the vote showed all members in favor.
 - b) Preserve America Plan Implementation – Peter Gillespie reported that staff will be submitting, via the CIP applications for funding, some of the intersection improvements suggested in the Plan. Mr. Gillespie reported that he had invited Rae Ann Palmer to the meeting to discuss the recent hiring of Alta Lash to

conduct some community meetings as recommended in the Plan. Mr. Gillespie noted that a community mailing, interviews and meetings would be held over the next few months as part of this initiative.

- 6) Reports – Subcommittees
 - a) Budget – Mr. Gillespie reported that the budget process will start soon and that, with the new Council, it will be important to justify all funding requests based upon prior and/or projected results. Mr. Forsdick suggested that the Annual Report should soon be given to the Council. Chris Traczyk reported that with a new Council the intention was to file an 18 month report in January.
 - b) Updates on Tourism Project List
 - i) Event Production – Jenna Delay suggested that more effort needs to be focused on finding organizations to sponsor events in the Spring and Summer months.
 - ii) Wayfinding – Chris Traczyk reported that a preferred design has been chosen and we are waiting for feedback from Conn. Dot.
 - iii) Website – Jenna Delay reported that hits to the website are continuing to rise and she reported hits in November were over 3,000 for the month. Jenna reported that she is looking at the possibility of a new website management web-based, program.

- 7) Reports – Affiliate Commissions/Organizations
 - a) Economic Development & Improvement Commission – D. McHugh reported on the Salute to Business and the Town Guide and Calendar.
 - b) Central CT Culture & Tourism – C. Traczyk reported on the State budget problems and the consolidation of Tourism offices.
 - c) 375th Anniversary - C. Traczyk reported that the Committee is wrapping up its work.
 - d) Greater Hartford Convention & Visitors Bureau - C. Hall – No report
 - e) Shopkeepers – Charlie Ford reported that the October Shopkeepers social was well attended and they are considering another event soon in order to welcome the new Town Council.
 - f) Antiques Show – Dorcas McHugh reported on a very successful Antiques Show held at the Community Center.
 - g) WDS Stroll – Dorcas McHugh reported on a beautiful event held recently by the Webb-Deane-Stevens.
 - h) Farmers Market – Dorcas McHugh reported on a possible winter market.
 - i) Horse and Carriage Rides – Chris Traczyk reported that some funding is left in the grant for weekend rides over the Holidays and that Peter Gillespie is attempting to schedule and market the events.
 - j) Stakeholders – Mr. Forsdick suggested wrapping up this meeting with the Marketing Grant meetings.
 - k) DVD – Gerri Munroe not present but had submitted email regarding effort to track down video footage.
 - l) Brochure Distribution – Chris Traczyk asked Peter Gillespie to get proposal from CTM.
 - m) Grant Solicitation – Discussed under Ad Placement.
 - n) Meeting Planners/Tour Operators – No Report.

- o) Photo Library – No report.
 - p) Visitation Tabulation – No report.
- 8) Next Meeting – Chris Traczyk reminded the members that the next meeting is scheduled for January 26.
- 9) Adjournment – Chair Traczyk adjourned the meeting at 6:40 p.m.

Respectfully Submitted

Peter Gillespie

Director of Planning and Economic Development