

Wethersfield Tourism Commission

Meeting Minutes

Tuesday, April 27, 2010 5:30 pm
Town Manager's Conference Room

- 1) Call to order – Chair Traczyk called the meeting to order at 5:34 p.m.
- 2) Roll call (5 members required) – Members present: Chris Traczyk, Shireen Aforismo, Katie Sullivan, Elaine St. Onge, Charles Ford, Dorcas McHugh, Gerry Munroe, Carol Hall and Jenna Delay. Also present: Charles Lyle WDS Museum, Amy Northrop WH Society, Jeff Kotkin Council Liaison and Peter Gillespie Town Staff.

No members of the public present for public comment.

- 3) Approval of minutes – Kate Sullivan motioned to approve the minutes of the February meeting, Elaine St. Onge seconded the motion and the vote showed all members in favor.

4) Old Business

Cooperative Marketing Plan – Pita Group – Chris Traczyk reported on the brainstorming meeting held on April 7 and thanked those who attended. Jenny Smith is the Project Manager for the PITA Group and reported that she still needs to set up meetings with additional stakeholders before submitting an initial report. It was initially suggested that more work needs to be done to develop an electronic database of interested visitors that can be shared amongst the stakeholder groups for use to promote events and sites. Chris Traczyk noted that this is a low cost way to promote events.

Jenna Delay suggested that the Commission explore the use of a product called constant contact for email blast, newsletters etc...and a website content manager Joomla. It was suggested that a subcommittee be formed consisting of representatives from Shopkeepers, WDS, Tourism and WHS.

CT Culture & Tourism Magazine Insert Grant – Madden Media – Chris Traczyk reported that the magazine ad insert will be distributed in May and will likely generate significant interest via the website. It was suggested that we may want to put together some special offers/coupon/discounts to encourage visitation particularly in partnership with other events. Jenna Delay volunteered to coordinate this for placement on the website. It was also suggested that we plan now for a fall event package as the ads will also run again in September. Peter Gillespie was asked to check and distribute the dates that the inserts will appear.

Farmer's Market – Jenna Delay reported that this year's market appears to be bigger and better than last years, posters and flyers have been made for distribution and the T-Shirt design contest is underway. A Shop Local tent is being planned. The first day is scheduled

for June 3 from 3 pm to 6 pm. Volunteers are needed. Jenna will send out a sign up sheet for distribution.

5) New business

- a) Family Reunions – Chris Traczyk reported that on several recent occasions staff have received requests for information from individuals organizing events such as Class Reunions, Family reunions, Anniversaries and Weddings and we have not had a packet of information readily available for them. Discussion focused on the preparation of a promo packet or at least a 1 page pdf or flyer that could be added to the website. Kate Elaine and Peter will take this on as a special project

6) Reports – Subcommittees

- a) Budget – Jeff Kotkin reported that the budget session held last Tuesday with Council went well and he does not anticipate any significant problems with the request this year. He reported that next year may be more of a problem as Federal assistance to the State may be uncertain.
- b) Updates on Tourism Project List
Shops Local – Peter Gillespie reported that the EDIC is having some success with this program and over 40 businesses have signed up so far.
Shopkeepers Brochure – Charles Ford stated that they are running out of Shopkeepers brochures and he was not sure if they would be needed for any upcoming promotional packets. Mr. Gillespie encouraged the Shopkeepers to prepare some form of flyer or brochure for distribution.
Event Calendar – Jenna Delay reported that a May calendar had been distributed and questioned whether the Horse and Carriage rides would be held on May 22, Peter Gillespie reported that based upon available funding he was attempting to schedule the Carriage Rides. It was suggested that an additional date of June 12 - CT Open House Day would also be an opportunity to schedule these rides. Mr. Gillespie will pursue both of these.

Action items for next month

Horse & Buggy – Peter Gillespie

Coupon-Specials page – Jenna Delay

Family-Reunion Events promo package – Kate, Elaine & Peter

Web marketing – electronic database – webmasters Tourism, WDS and WHS

7) Adjournment – Chair Traczyk adjourned the meeting at 6:50 pm

Respectfully Submitted

Peter Gillespie

Economic Development Manager/Town Planner