

# **Wethersfield Tourism Commission**

## **Meeting Minutes**

Tuesday, June 29, 2010 5:30 pm  
Town Manager's Conference Room

- 1) Call to order at 5:35 p.m. by Chair Traczyk.
- 2) Roll call (5 members required) – Members in attendance – Traczyk, Forsdick, McHugh, St. Onge, Ford, Aforismo, Hall, Delay and Sullivan.
- 3) Approval of Minutes – May 2010 Meeting – Ms. St. Onge motioned to approve the minutes with a correction on page 2 regarding event production, Mr. Forsdick seconded the motion and the vote showed all members in favor.
- 4) Open issues (Old Business)
  - Cooperative Marketing Plan – Draft Report – Mr. Gillespie stated that he has received a draft of the report that he will email to all members and asked that they have any comments back to him by July 9. Members were asked to prioritize the recommendations.
  
  - CT Culture & Tourism Cooperative Marketing Grant - Magazine Insert – Chair Traczyk reported that to date 2600 requests had been received for information. Only address information not email contact information had been received. Mr. Gillespie reported that the Fall ad insert might provide email information as well.
- 5) New business
  - a) Family Reunions/Wedding Promotions – Mr. Gillespie reported that he has met and discussed the existing situation with Katie Sullivan and Elaine St. Onge and continues to work on the project.
  - b) Chair Traczyk welcomed the new owners of Comstock Ferre Jerre Gettle and his staff to the meeting. Mr. Gettle and Mr. Orton provided background on their business Baker Creek Heirloom Seeds and expressed their pleasure at the reception they have received so far. Mr. Gettle indicated that they are interested in getting involved in community events and would like to hold some type of Fall event this year.
- 6) Reports – Subcommittees
  - a) Updates on Tourism Project List
    - i) Website – Jenna Delay and Jesse Smith reported that they are investigating the use of Constant Contact for use with email distribution and are looking at Joomla for website management. They intend to come to some conclusions by the end of summer.

- ii) Wayfinding Signage – Town Manager Bridges will be contacting Connecticut DOT to try and move the program forward.
  - iii) Visitor Survey Cards – Changes to the card were suggested in an effort to keep the survey as simple as possible. The Pita Group will be asked to review the questions as well.
  - iv) DVD – Charlie Forsdick volunteered to contact Paul Mayer for a status report.
  - v) Brochures – Mr. Forsdick agreed to contact the Marriot and place brochures in the Hotel.
  - vi) Farmers Market – It was suggested that the Market hours are extended by ½ hour.
- 7) Reports – Affiliate Commissions/Organizations
- a) Economic Development & Improvement Commission – D McHugh reported on the Shops Local program and Façade improvement projects.
  - b) Central CT Culture & Tourism - G. Munroe – No report provided.
  - c) Greater Hartford Convention & Visitors - C. Hall reported on events planned, 6 more events scheduled but none seemed suited for tours of Wethersfield.
- 8) Other Business
- Chair Traczyk reported that Mass Live Staycation has contacted the Commission. The consensus of the Commissioners was that the costs did not generate the level of benefit to justify signing up again.
- Charlie Forsdick reported that he will create a data base listing grant opportunities.
- 9) Adjournment – Mr. Forsdick motioned to adjourn the meeting at 6:50 p.m., Kate Sullivan seconded the motion and all members voted in favor.

Respectfully Submitted

Peter Gillespie

Economic Development Manager