

Wethersfield Tourism Commission

Meeting Minutes

Tuesday, September 28, 2010 5:30 pm
Town Hall, Town Manager's Conference Room

- 1) Call to order - Call to order – Chair Traczyk called the meeting to order at 5:31 pm
- 2) Roll call (5 members required) - Members in attendance: Traczyk, Munroe, St. Onge, Sullivan, Ford, Forsdick. Also in attendance: Peter Gillespie – Town Planner.
- 3) Approval of Minutes – August 2010 Meeting - Jerry Munroe motioned to approve the minutes, seconded by Elaine St. Onge, all members in favor.
- 4) Old Business
 - a) Cooperative Marketing Plan – Report Status - Chris Traczyk reported that the Plan was forwarded to the State prior to having the Pita Group make the final revisions. Once the report is received a meeting of the stakeholders group will be held to review the Plan.
 - b) CT Culture & Tourism Cooperative Marketing Grant - Magazine Insert – Peter Gillespie distributed a copy of the Fall/Winter Guide and reported that the first week of printing resulted in 1000 requests for information.
- 5) New business
 - a) Family Reunions/Wedding Promotions/Group Tours – Peter Gillespie that he has the intern working on the wedding promotions piece for the website and he is next going to work on the group tours piece.
 - b) Revised Visitor Comment Card – Katie Sullivan suggested that the visitor comment card should be condensed to a few simple questions. Copies of the WDS card were distributed and it was agreed that the Tourism comment card should be revised accordingly.
 - c) Advertising Budget for FY 10-11- Chris Traczyk reported that the budget is \$7500 and it might be worth considering taking a ½ page or full page ad in the State Magazine insert next year. Additionally, a discussion was held about converting the 8 panel Tourism brochure into a 2 sided card that is more easily mailed out.
- 6) Reports – Affiliate Commissions/Organizations
 - a) Economic Development & Improvement Commission – Peter Gillespie talked briefly about the Shops Local program and the Salute To Business event scheduled for December 9. It was suggested that the Keane Foundation is awarded a Tourism award this year.
 - b) Central CT Culture & Tourism - G. Munroe – Nothing To Report.
 - c) Greater Hartford Convention & Visitors - C. Hall – Carol Hall's email on upcoming events was discussed.
- 7) Other Business

Certified Local Government – Peter Gillespie reported that it had been suggested that Wethersfield should pursue designation as a CLG. This would be an additional Historic Preservation Tool and might

open up additional funding opportunities for the community. There was a consensus to investigate this program further.

DVD – Charlie Forsdick reported that a draft will be ready for review in 3 weeks.

Community Calendar – Chris Traczyk reported that a meeting with Rae Ann Palmer and Alta Lash was scheduled to discuss how to more comprehensively list all varieties of community events in one location.

E-Mail Distribution – Chris Traczyk suggested that the Commission should investigate the use of a product like Constant Contact and have the other organizations explore ways to share databases of information.

OW Shopkeepers – Charlie Ford reported that the Scarecrow Awards will be held on Oct 14 at the Webb Barn, the Shopkeepers brochure is being updated, 3 new members have been signed up, there was a Travel Writer in Town over the weekend and the sale of the Chester Bulkeley House fell through.

- 8) Adjournment – Elaine St. Onge motioned to adjourn the meeting at 6:22 p.m., Katie Sullivan seconded the motion with all members voting in favor.

Respectfully Submitted

Peter Gillespie

Town Planner.