



**Wethersfield Tourism Commission
Meeting Minutes**

Tuesday, March 25, 2014 5:00 p.m.
Town Hall, Town Manager's Conference Room

- 1) Call to order – Chair Traczyk called the meeting to order at 5:05 p.m.
- 2) Roll call (5 members required for quorum)

	Present	Absent
Chris Traczyk, Chairman	x	
Katie Sullivan, Vice Chairman	x	
Ellen Spratlin		x
Shireen Aforismo	x	
Dorcas McHugh		x
Charles Ford	x	
Charles Forsdick		x
Carol Hall	x	
Carol Bruce		x
Lisa Walsh	x	

Chair Traczyk welcomed a guest Irina Stoenescu representing Comstock Ferre/Baker Creek as she expressed her interest in working more collaboratively to enhance tourism and business opportunities as they pursue the idea of a living museum. She mentioned that she had attended the recent State Tourism Conference. Irina noted a few ideas developed so far including the promotion of the Town's agricultural history, education, events, cooking classes and selling seeds at WDS and WHS.

- 3) Approval of Minutes – March 2014 – Member Sullivan motioned to approve the minutes, member Hall seconded the motion and the vote showed all members in favor.
- 4) Open issues (Old Business)
 - a) Updates
 - i) Wethersfield Heritage Trail – Project and Grant Status – Chair Traczyk reported that the committee has been continuing to meet regularly and is in the midst of writing the narratives for the panels and is looking for graphics to include, a public meeting will be scheduled so that the panels can incorporate any citizen input. The WHS has been providing great assistance.

- ii) Spring/Summer Rack Card – Peter Gillespie reported that he will is still working with the Pita Group to revise the card from last year and will distribute to all members for comment. Planned print run in May.
 - iii) CTM Media Group – 2014 Contract – Mr. Gillespie reported that the WDS is still interested in piggybacking on a discounted rate for the rack cards and he will be working with them to incorporate cost sharing into the contract. The WDS has decided that they cannot afford to do so.
 - iv) Budget 2014/2015 – Mr. Gillespie reported that a budget session with the Town Council was held on April 12. The following Tourism budget request had been submitted: Brochure printing \$6,000, GHCVB Dues \$750, Ad Design \$2,500, Ads \$3,500 Website \$4,000, Brochure Distribution \$6,500, Street Banner \$1,000, Trolley/Carriage Rides \$1,000 Total \$25,250. The Council will continue to review the request.
- 5) New Business
- a) Group Tour Package – Katie Sullivan will be setting up a meeting to discuss the creation of a Wethersfield package that can take advantage of the State Tourism package efforts. It was suggested that this matter should be discussed at the next Stakeholders meeting to be held on June 6.
 - b) Main Street/Church Street Intersection – Mr. Gillespie reported that survey work is underway and traffic counts will shortly be collected to begin the process of looking at improvements to the intersection. A series of meetings and public sessions will be held as well.
- 6) Reports – Affiliate Commissions/Organizations
- a) Economic Development & Improvement Commission – No report.
 - b) Central Regional Tourism District - River Valley – K Sullivan reported that she has been nominated to the Executive Board of the State Tourism Commission.
 - c) OW Shopkeepers – C. Ford – Reported on the Memorial Day Parade.
 - d) WDS – Charles Lyle reported that the museum is opening on Thursday full time and a tour group from Texas will be visiting. Discussed the Heritage Weekend details.
 - e) WHS – L. Walsh – Reported on the great collaboration planned for the Heritage Weekend, the planned rededication for the Cove Warehouse, technology grant, additional docents at properties.
- 7) Other Business
- a) Carol Hall reported that she had attended a tourism event in New London and was pleased to report that the levels of coordination and collaboration here in Wethersfield are much better than in many other places.
- 8) Next Meeting May 27, 2014
- 9) Adjournment – Member Sullivan motioned to adjourn the meeting at 6:10 p.m., Member Hall seconded the motion and the vote showed all members in favor.

Respectfully Submitted

Peter Gillespie
Town Planner/Economic Development Manager