



**Wethersfield Tourism Commission  
Meeting Minutes**

Tuesday, January 28, 2014 5:00 pm  
Town Hall, Town Manager's Conference Room

- 1) Call to order - Chair Traczyk called the meeting to order at 5:10 p.m.
- 2) Roll call (5 members required for quorum) - Members present: Traczyk, Sullivan, McHugh, Ford, St Onge, Bruce. Also in attendance Peter Gillespie and Charles Lyle.
- 3) Approval of Minutes – December 2013 - Carol Bruce voted to approve the minutes with a modification that Charles Lyle and Carol Bruce were in attendance, Elaine St Onge seconded the motion with all members voting to approve.
- 4) Open issues (Old Business)
  - a) Updates
    - i) Wethersfield Heritage Trail – Project and Grant Status - Chair Traczyk summarized the recent committee meetings held in December and January and noted the progress made to date. Meetings have been scheduled for the second Thursday of each month and all members were encouraged to attend. Next meeting February 13.
    - ii) Pita Group - Newsletter Design - Mr. Gillespie noted that in order to move forward with the newsletter the Town must set up an account with Campaign Monitor. Costs were discussed for a basic account at a rate of \$29/month. Mr. Gillespie was directed to proceed with the newsletter.
- 5) New Business
  - a) Spring/Summer Rack Card - Mr. Gillespie noted that it is time to review plans for rack card distribution for 2014. Mr. Lyle suggested that the Webb Deane Stevens museum may also be interested in partnering with the distribution contract. The Historical Society will also be asked to consider this. Mr. Gillespie will meet with CTM media and discuss costs. Slight modifications to the rack card prior to printing will also be considered including new photographs.
  - b) 2014 Tourism Map and Guide - Mr. Gillespie will get a proposal from CTM media for this ad opportunity.
  - c) Heritage Trail/Historic Wethersfield Brochure - This item will be included in the 2014\2015 budget. Mr. Gillespie will get a price.
  - d) Budget 2014/2015 - Mr. Gillespie will provide an updated budget to all members. Last years budget was \$16,750.
  - e) Group Tour Planning Guide - to be discussed at February meeting.

- 6) Reports – Affiliate Commissions/Organizations
  - a) Economic Development & Improvement Commission – D McHugh reported on upcoming State of the Town breakfast next Thursday.
  - b) Central Regional Tourism District - River Valley – K Sullivan reported on interest in setting up staff meeting and group tour opportunities. Peter Gillespie will research official tourism district representative.
  - c) OW Shopkeepers – C. Ford - no report.
  - d) WHS – Elaine St. Onge announced her pending resignation and interest from Lisa Walsh in replacing her. Elaine reported on upcoming lecture series and Taste of Wethersfield in April
  - e) WDS – K. Sullivan suggested setting up meeting with staff to discuss tour opportunities.
- 7) Other Business - none.
- 8) Next Meeting February 25, 2014 - Chair Traczyk noted that the November minutes have not yet been approved.
- 9) Adjournment - Katie Sullivan motioned to adjourn the meeting at 5:55 pm, Elaine St. Onge seconded the motion with all members in favor.

Respectfully Submitted

Peter Gillespie

Town Planner