

From: Susan Mazurski May 22, 2012 4:54:33 PM  
Subject: Tourism Committee Minutes 05/21/2012 DRAFT  
To: SimsburyCT\_TourismMin  
Cc:

DRAFT  
Tourism Committee Meeting Minutes  
Tariffville Elementary School  
May 21, 2012

Attending: Liz Banco, Joyce Howard, Kathy Oakes, Dominique Avery, Barbara O'Connor, Paulette Clark,  
Terry Boulton

Meeting was called to order at 7:30 pm.  
Minutes of the April 16, 2012 meeting were approved.

The ArtWalk Simsbury held May 19 was reviewed and generally believed to have been successful both as an event and hopefully as a fundraiser for the ABC House. We hope it will be repeated in the future. Paulette commented that the event highlighted the need for crosswalks if we are really to have a "pedestrian friendly" downtown. She has contacted the First Selectman's Office, and Mary Glassman is working with the appropriate Town Departments to find a solution.

The Tourism Forum held on May 15 provided a venue for various Farmington Valley groups to bring each other up to date on their activities, and allowed the attendees to see the new Connecticut tourism campaign presented by Kip Bergstrom, Deputy Commissioner of the Dept. of Economic Development.

On May 17, Liz and Joyce attended the CT Tourism Conference where they learned more about the "branding" process for Connecticut marketing. Lively discussion ensued. One particular point of interest was the description of new interactive kiosks at Welcome Centers to replace brochure racks.

On June 11, CT Main Street Partnership will be giving an award to Simsbury for its efforts to improve its downtown area. We are all invited to the reception and need to let Liz know if we can attend. It will be held in Manchester.

History Day is June 9, which is part of CT Open House Day. The new cell phone tour will be highlighted, with guided walking tours or other

activities at many of the sites. Volunteers are needed to work from 11am to 2pm. The official ribbon cutting of the cell phone tour will be at Eno Hall at 11. The sites from the tour to be staffed are the Historical Society, Free Library, Schultz Park and the Cemetery. Since the renovations at Eno Hall will not be complete, visitors will not be allowed inside.

Summer Meeting Schedule: June 18, Rosedale Farm, in the tent.  
No July Meeting. If you have any suggestions for meeting sites, please pass them on to Dominique.

As individuals, we pooled money to make a donation to the fund for the Bike Sculpture. If anyone else would like to contribute, contact Liz.

Phone Tree Duties: July, Barbara; August, Joyce. Brochures at Town Hall have been restocked.

There will be a meeting June 1 at the library at 10am to see improvements to the Town website.

Meeting adjourned at 9:10pm  
Respectfully submitted,  
Barbara O'Connor