

Agenda Simsbury Tourism Committee Special Meeting

Flamig Farm, 7 Shingle Mill Road

Monday, May20, 2019 6:30 pm

1. Work to identify potential January to March 2020/350th related Winter tourist events
2. Review and approve minutes of April 15, 2019
3. Old Business Updates
 - A. Events & Initiatives: Proposed "Trail of Thanks", MLK Memorial
 - B. Outreach: Visitors Center signage; Update on New Brochures & Hand drawn map
 - C. Recognition: Potential opportunities for 2019: Propose candidate
 - D. Governmental: Bike Updates, Town Liaison: Central Region Tourism District & Tourism recommendations to the Town: Vision 2020 Update and Welcome new committee member
 - E. Special Projects: Simsbury Tourism Hub for Aer Lingus/Bradley Airport, Explore campsite possibility
4. New Business
 - a. Possibility of having a university use Simsbury Tourism as a case study: fall of 2019
5. QUICK Updates (as needed)
 - a. Connecticut Open House: Simsbury Events
 - b. Town Groups & Events for next 4 months: May-August & Creating Year-Round Calendar for foreign visitors
 - c. Communications: 2019-2020 tourism publicity, Chanel 3 news interviews, and clustering events around major events, Facebook, SCTV Tourism show, Tourism/Town Website update
 - d. Simsbury 350th Celebration: Role of Tourism Committee
6. Adjournment

Next Meeting: Monday, June 17, 2019 at 7pm at Chamber of Commerce Visitor's Center, 720Hopmeadow St., Cannon Bldg.