

Agenda Simsbury Tourism Committee Meeting
Chamber of Commerce/Visitors Center
Monday, June 17, 2019 7:00 pm

1. Review and approve minutes of May 20, 2019
2. Old Business Updates
 1. Events & Initiatives: "Trail of Thanks", MLK Memorial, Work to identify potential January to March 2020/350th related Winter tourist events
 - A. Outreach: Update on New Brochures & Hand drawn map
 - B. Recognition: Tourism Awards & Visitors Center Update
 - C. Governmental: Bike Updates, Town Liaison: Central Region Tourism District & Tourism recommendations to the Town: Vision 2020 Update; New committee members update
 - D. 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 Event Update
 - 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, August 19, 2019 7PM at Metro Bis Restaurant at the Ensign House, 600 Hopmeadow St.