

Agenda Simsbury Tourism Committee Meeting
Metro Bis at the Ensign House
Monday, August 19, 2019 7:00 pm

1. Review and approve minutes of June 17, 2019 and name Secretary for this meeting
2. Old Business Updates
 - A. 350 Anniversary Celebration: Town Committee Update and Tourism Focus on Winter Events: Updates on committee outreach re Ice Sculpture event at hotels and restaurants, and possible Quilt Show.
 - B. Update on New Brochures & Hand drawn map - Sheree update on possible support from local developers
 - C. Recognition: Visitors Center Update & Town Recognition
 - D. Governmental: Bike Updates, Town Liaison: Central Region Tourism District; New committee members update: EDC relationship
 - E. Special Projects: Simsbury Tourism Hub for Aer Lingus/Bradley Airport: Campsite Committee
4. New Business
 - a. Update on University of New Haven class using Simsbury Tourism as a case study: fall of 2019
5. QUICK Updates (as needed)
 - a. Town Groups & Events for next 3 months: August-October & Creating Year-Round Calendar for foreign visitors
 - b. Communications: 2019-2020 tourism publicity, Chanel 3 news interviews, and clustering events around major events, Facebook, SCTV Tourism show, Tourism/Town Website update
6. Adjournment

Next Meeting: Monday, September 16, 2019 7PM at Simsbury Historical Society, Ellsworth Center, 800 Hopmeadow Street