

SIMSBURY TOURISM COMMITTEE
"Heritage, Charm, Adventure"
Simsbury Historical Society- Ellsworth Center
Monday, March. 18 2019 7:00 pm Meeting Minutes

Attendance: Dominique Avery, Joe Buda, Pat Carbone, Paulette Clark, Sheree Landerman, Liz Petersen Sally Summa, Charmaine Seavy and Visitors Center rep Lori Lubetkin

1. Meeting was called to order at 7:06 pm.
2. Minutes from February meeting were reviewed, moved by Paulette, seconded by Pat and approved unanimously.
3. A) First on the agenda was Eric's reaction to our decision to identify the re-printing of brochures as our project for the year including **1)** reprint of Simsbury brochure with the original Pam Kirk art, **2)** a reprint of the Hopmeadow Walk Brochure and 3) the creation of a NEW one page Simsbury Hand Drawn Map. Eric told Joe that we need to wait for the new EDC to review and develop new marketing plans and then to find out whether there \$\$ in the budget. After some discussion, we agreed we need to get in contact with EDC directly. Some members thought they would go to the next meeting and Dominique said she would reach out to Maria to ask who to contact. B)Next we discussed plans for the Visitors Center's move with the Chamber of Commerce to the Studio in the Cannon Building. As for weekends, Joe has been told it's too late for a number of reasons to get a space at the shed at the new Betty Hudson park to use like a hot dog stand to store materials and answer visitor questions..We discussed a plan to use a temporary tent for weekends staffed by town volunteers since the Visitors Center at the Chamber is not ADA compliant.
4. Old Business and Working Team Updates:
 - **A. Events: Horse & Carriage Rides;** Lori reported that they have had no response from the Town Manager and it is not looking good. **Trail of Thanks:** Joe reported that the wigwam for the Historical Society has been approved by Zoning and construction will begin shortly. It will be about 24 feet long, the size of a 2 family dwelling, will have two entrances and will fit around 20 people. Joe also described a Trail of Thanks exhibit with artifacts.
 - **B. Outreach:** Lori reported that the Simsbury Visitors Center will be moving with the Chamber of Commerce on March 25,27 and 31 and hopes to be

open on April 1st. Original signage was rejected as too large is is being redone. It will say both Chamber of Commerce and Visitors Center.

- **C. Recognition:** We need to contact BOS to arrange a date for Tourism Award presentation, and write up award presentations. Lori will send Dominique information.
- **D. Governmental:** Joe, Charmaine, Sheree and other committee members attended the Hartford Foundation for Giving event at the Library. All said it was a good, well attended meeting. There will be \$50,000 coming to the town to be distributed for projects by an independent Simsbury committee and another fifty for later distribution.
- **Kiosk:** Doesn't look promising for moving it. We talked about needing to get back to distributing brochures around town, especially getting some at the new Ticket Booth at the Dominique will try and follow up to determine what the issue is. Pat will follow up on the key-think Kathy Oakes has it.
- **Projects:** No update on Tourism Hub for Aer Lingus in Jan's absence.; On campsite project, Dominique will be meeting with Mark Deming who has agreed to head exploration committee.

5. **New Business:** a. **One key Tourism Focus Area**: See item # 3 in the minutes

b. **Communications:** Joe talked about a planned piece in Yankee Magazine.

Channel 61 did a feature on the Storyteller's Cottage, Simsbury named #3 safest town in Connecticut by Niche. c) There was discussion on what the committee's role should be in the 350th Celebration.

8. Adjournment was at 9:13. Next meeting is Monday. April 15 at 7:00pm at the Simsbury Inn.

Submitted by Dominique Avery