

## SIMSBURY TOURISM COMMITTEE

"Heritage, Charm, Adventure"

Flamig Farm

Monday, May 20, 2019 6:30 pm Meeting Minutes

Attendance: Dominique Avery, Joe Buda, Pat Carbone, Paulette Clark, Jan Losee, Liz Petersen, Diane Phillips, Charmaine Seavy, Sally Summa, Lori Lubetkin and Nevin Christensen- Owner Flamig Farm

1. Meeting was called to order at an outdoor picnic table at 6:36 pm.
2. Nevin welcomed us and Joe explained that first on the agenda is brain storming possible events for the slow winter months of Jan. Feb.& March. Asked about the possibility of renewing his horse drawn sleigh rides, Nevin said he discontinued them because of lack of expertise & difficulty of maintaining trails. Among the ideas suggested were: Post Xmas house tours; cross country skiing; town-wide ice sculptures including a demo & artists with purchased blocks of ice; tractor parade; indoor quilt fair; indoor antique fair; ice skating weekend; bar hopping or restaurant hopping tours; weekend of concerts; Maple Syrup tour & demo, Joe's decorated sleigh tour; bonfire, pig roast & singing groups; Inspired by Flamig's Halloween hay rides, using Theater Guild volunteers to create events around town. Jan recommended focusing on trails rather than events like Valentine events/numerous nuptials; literary tour; MILK tour; Ghost Trail; Simsbury restaurants "Dining in History" tour;
2. Meeting proper was called to order at 7:30. Minutes from April meeting were reviewed, moved by Diane, seconded by Pat and approved.
3. UPDATES: A) Possibility of re-printing our brochures is still up in the air.
4. Old Business Updates:
  - **A. Trail of Thanks:** Joe reported that the wigwam at the Historical Society is almost finished and will possibly be unveiled by Open House Day
  - **B. Outreach:** While the Chamber has moved into its new home, there is no sign yet for Tourism. It will depend on town funding. Lori reported that there have been many more visitors with the new location and Red Stone has gotten state approval for a trial of his proposed horse & carriage rides
  - **C. Recognition: Jan & Joe reported on** State Tourism Conference
  - Dominique asked for committee to help create the awards for our first annual awards. Paulette, Sally and Diane offered to help design.

- **D. Governmental:** Joe reported no updates on Central Region Tourism District meetings or funding which depends on state budget. Joe welcomes Sally as new committee member.
- **E. Special Projects: Campsite project:** Dominique reported we haven't made much progress but reported that Eric Wellman is enthusiastic about the project. Liz suggested we look at what Southwick, MA has.

4. **New Business:** 1. Joe announced there is a possibility that a University of New Haven professor could use Simsbury as a Tourism Case Study for students in her class to gather data and prepare marketing recommendations which could perhaps be passed on to BOS.

5. **Old Business:** Dominique reviewed the participants in Simsbury for June 8 Connecticut Open House Day -- Simsbury Library, Simsbury Free Library, Simsbury Historical Society, Storyteller's Cottage, Red Stone Pub and the Visitors Center and asked for volunteers at the Visitors Center for Connecticut Open House Day on Sat. June 8th. Pat, Paulette and Sally volunteer.

6. Adjournment was at 8:08.

Next meeting is Monday June 17 at 7:00pm at the Chamber of Commerce Visitors Center, Cannon Building, 720 Hopmeadow.

Submitted by Dominique Avery

#### ADDENDUM:

#### WINTER EVENTS IDEAS FOR THE 350TH SUBMITTED ON FACEBOOK

- Cross Country Skiing in our parks
- Dog Sled
- Snow Man Building in the fields by the Old Drake Hill Flower Bridge
- Broom Hockey Tournament
- Cook Off of a Dish from 350 Years Ago by Local Restaurants & creation of a keepsake cook book
- Snowman contest at Schulz Park
- Winter Photograph Exhibit
- Progressive dinner through town (guests visit various venues and eat a different course at each one, perhaps with local musicians at each site),
- Town wide scavenger hunt for historic references,
- a town organization challenge of some sort (like a police vs fire mystery room game for charity),
- a winter version of the Chilifest (maybe a pie bake-off with tastings in a large location like Eno or Riverview),
- An event with a historical costume component (a cotillion at the Historical Society?),

- An exhibition of local artists and craftsmen (including authors),
- A Frost Fair winter carnival, a contest for residents to write a radio play set in Simsbury with the results broadcast on the new local podcast network