SIMSBURY TOURISM COMMITTEE

“Heritage, Charm, Adventure”

Chamber of Commerce/Visitors Center

Monday, June 17, 2019 7:00 pm Meeting Minutes

Attendance: Dominique Avery, Joe Buda, Pat Carbone, Paulette Clark, Sheree Landerman, Jennifer Leimbach, Liz Petersen, Diane Phillips, Charmaine Seavy, Sally Summa, and Chamber Liaison Lori Lubetkin

1. Meeting was called to order at 7:04 pm. To welcome new member, Jennifer Leimbach, whose appointment to the committee is expected to be finalized by the BOS on Mon. July 8, committee members introduced themselves

2. Minutes from Mon. May 20 meeting was moved by Liz Petersen, seconded by Paulette and approved by members.

3. Old Business:

**Update on 350th:** Joe explained & updated progress on *Trail of Thanks* in town parks and other town spaces honoring early inhabitants in the area. He also outlined formal town events: Opening Ceremony on May 20, 2020, River Day June 27,2020, 350 Day at Septemberfest Sat. Sept. 13, 2020. Committee Chairis Cheryl Cook. Members include Joe, Kris Barnett, Lisa Gray and staff members Lisa Karim and Tom Tyburksi. The committee has a master calendar and is asking for volunteers on line.

**Reviewed of our event suggestions for winter months**. a. **Ice Sculpture** event: (Look for restaurant sponsors/presenters) perhaps Free Library, Lions Club Women's Club or Liberty Bank. b) **Ghost Tour** - at Abigail's, the Phelps House at SHS, Simsbury Free Library with the Theater Guild perhaps for Halloween. c) 3. **Church Music Festival**; Joe says Trinity Church in Tariffville is already enthusiastic about this.4) **Quilt Fair** - D will reach out to Farmington Valley Quilters. Among other ideas suggested were: Post Xmas house tours; cross country skiing; tractor parade; indoor antique fair; ice skating weekend; bar hopping or restaurant hopping tours; literary tour; MILK tour; Simsbury restaurants "Dining in History" tour;   
 A. **Outreach:** **Update on New Brochures** **& Hand drawn map** thru the EDC. No news yet. It was suggested we might fund it thru a sponsor. Liz suggested going to town developers & Sheree offered to contact some. Joe mentioned the possibility that the Art Trail scheduled for next year might produce the Passport format brochure. Discussion included strong opinions that while people like to look up things on line, once they get somewhere they want something in their hands.

B. **Recognition:** **First annual award:** Dominique reported on the successful presentation to Lisa Gray and Ferg Jansen at the BOS June 10 meeting and the use of art work by Deb Leonard. Paulette and Sally helped design award. **Visitors Center update:** The has funded the $5,000 to support Visitors Center at the Chamber; Lori suggested getting a tall revolving Brochure Rack which would be perfect to put next to the door. Committee suggested using our petty cash to purchase it: Lori mentioned there will be a trial run of Red Stone Pub's horse and carriage proposal on July 29th and she announced to the entire committee's deep regret that she will be leaving the Chamber to take a full-time job in town. It was suggested that she should become a formal member of the committee.

**D. Governmental:** Joe reported no updates on Central Region Tourism District meetings or funding which depends on state budget.

* **E. Special Projects**: **Campsite project**: Dominique reported she will schedule a meeting on proposal within the next few weeks. No update on Aer Lingus project.

4. **New Business**: 1. No update on 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. **Quick Updates:** Dominique reported on the very successful Open House Day at the new Chamber of Commerce/Visitors Center. Followed by some discussion of proposing to the EDC that the town introduce a small occupancy tax in Simsbury to fund Tourism. Liz Petersen said she would look into it.

6. Adjournment was at 8:30pm. Pat moved, Paulette seconded.

Next meeting is Monday Aug. 19 at 7:00pm at the new Metro Bis restaurant at the the Ensign House 600 Hopmeadow St.

Submitted by Dominique Avery