

Simsbury Tourism Committee Meeting
Simsbury Historical Society
Monday, September 16, 2019 Meeting Minutes

Attendance: Dominique Avery, Joe Buda, Pat Carbone, Sheree Landerman, Charmaine Seavy, and Lori Lubetkin

1. Call to order at 7:00PM. In the absence of Jennifer Leimbach and also Paulette Clark due to accident, Dominique will serve as Secretary
2. Minutes from Mon. Aug. 18th meeting minutes were moved by Pat, and seconded by Charmaine and approved by members.
3. Joe announced that he will resign in December as Chair of Simsbury Tourism Committee because he is so over-committed. Dominique has agreed to serve as interim chair until committee decides how to proceed.
4. Old Business Updates
 - A. Joe reported on 350th Anniversary Events including Opening Day Sun. May 17 that will include a tree planting, River Day on Sat. June 27th which include a Huck Finn Race on the river, and Simsbury Day at Septemberfest Sat. Sept. 13 . Other groups can schedule events and get permission to use the 350 Logo to make them part of the official celebration
 - B. **New Brochures & Hand drawn map:** All on hold in the absence of town funding.
 - C. **Recognition:** Visitors Center & Sept Open House Experiment
The Visitor Center Open House Sat. Sept. 7 from 10-3pm had 11 visitors. On the 14th 9am-2pm they had only 1. After consultation with Chamber, D bought an Open Flag. She will look into whether there is petty cash funding from town. Experiment was inconclusive.
 - D. **Governmental:** At their Aug 12 meeting, the Board of Selectmen approved 16 as the number of members of the Tourism Committee, and appointed Charmaine to the new EDC. Charmaine attended her first meeting on Aug. 28 and reported that there was discussion on the campground idea. She said they will have a Small Business Roundtable at Westminster in Sept. with Rosedale Farms, Tulmeadow Farms, Simsbury-Echo Farms, The Simsbury Inn, Sage Financial, Webster Bank, the UPS Store and the Benneche Law Firm. Bike Update: Bloomfield Greenway will present an update at St. Andrew's church followed by a bike ride.

E. Special Projects: No update pm Simsbury Tourism Hub for Aer Lingus/ Bradley Airport; There may be a Campsite Committee meeting in Oct.

5. New Business

A. Possibility of having a UNH use Simsbury Tourism as a case study this fall is not going to happen. Joe had hoped the students would do the work, but they appeared to want him to walk them through it

4. QUICK Updates (as needed)

- a. Town Groups & Events for next 4 months: October-Dec & Creating Year-Round Calendar for foreign visitors. Suggest that Jan reach out to 350th for next 6 year events, Joe reviewed upcoming SHS events including Scarecrow Day, Oct. 19 Heritage Day, Ghost & Gossip event at the Cemetery, Sheree shared info on the 10 Days of Prayer 46 mile walk Sept. 29 -Oct. 9 which will be in Simsbury 10 6 & 7. Sheree also suggested that it would be great if Simsbury could have signage at all town entrances highlighting events happening in town.
- b. Communications: Yankee Magazine Article Facebook, town hall locations, 2019-2020 tourism publicity, and clustering events around major events, Facebook, SCTV Tourism show, Tourism/Town Website update

5. Adjournment at 8:45 pm

Next Meeting: Monday, October 21, 2019 7PM at ENO Memorial Hall
South Conference Room