

**SIMSBURY TOURISM COMMITTEE**  
**“Heritage, Charm, Adventure”**  
**Selig Studio & Gallery Mon. May 15, 2017 7:00 pm**

Attendance: Dominique Avery, Joe Buda, Tim Good, Joyce Howard, Mike Long, Jan Losee, Kathy Oakes, Diane Phillips, Bill Selig, Sally Summa and Rick Wagner

1. **Call to Order** by Chair Joe Buda at 7:07pm.
2. Bill Selig welcomed the committee and reviewed the history of the Darling House and how he has brought back the Garden Room from a blood lab & office to serve as his new Studio/Gallery and how he’s proud to “have restored a piece of Simsbury history.”
2. **Minutes** of April 17, 2017 were reviewed and approved
3. **Visitors Center Report:** Sold 3 postcards, a coloring book and a set of Bridge of Flowers cards and added more town brochures. Looking to firm up schedule to staff 6/10 Open House Day and volunteers to make cookies provide coffee and lemonade.
4. **Old Business & Updates:**
  - A. Review of upcoming events: Triathlon, Mainly Marathons event, SHS June 3<sup>rd</sup> Garden Party, 6/4 Weatogue House Tour, and multiple Simsbury evens for 6/10 CT Open House Day. Dominique reported that the Cell Phone tour will be extended thru June 30<sup>th</sup> and highlighted on Open House Day, but will be cancelled by the town if no sponsor can be found
  - B. Working Team Updates:

**Recognition Team/ Report:** Rick Wagner reviewed the Governor’s Tourism Conference, the award winners, and highlighted the keynote speech with Doug Lansky. Jan also attended Lanksy’s workshop which was highly critical of how Bradley Airport is perceived by incoming travelers.

**Special Projects Report:** Discussion morphed into the urgency and complications of working to get Simsbury recognized as a Hub for Aer Lingus/Bradley flights as well as floating ideas for helping Bradley to become more attractive and also highlight Simsbury. Joe introduced a Logo and a slogan which he designed for the project – a yellow compass with the word Simsbury in the center and below: “At the Heart of Authentic: Heritage, Charm and Adventure”

**Outreach Report:** Joe introduced Tim Good, the Kent resident and creator of the Kent Passport. His Passport presentation included the concept, its history, high quality production values and photos, cost, marketing and sale of advertisements which he would do for a fee. Discussion and questions followed on how it might work in Simsbury. After Tim Good left, discussion was tabled on whether or not we want to pursue this option.

5. **New Business:** Kathy Oakes shared her concept for a Bookmark which was proposed as the quickest and cheapest way to replace our more expensive brochures which are running out. The Bookmark would be provided to hotels and other sites that attract tourists. Finance Dir. Sean Kimball told us last month that we have \$245 remaining in our budget that must be spent by June 30th. Outreach Committee will revise and print.

6. ADJOURNMENT was moved at 9:09pm

Next Meeting **Monday**, June 19 at 7:00pm, at the Simsbury Inn