

SIMSBURY TOURISM COMMITTEE
"Heritage, Charm, Invention"
Simsbury Chamber of Commerce
Future Home of the Simsbury Visitors Center
749 Hopmeadow Street
Monday, August 17, 2015 7:30pm

Attending were: Dominique Avery, Joyce Howard, Pat Carbone, Cathy Barnard, Diane Phillips, Rick Wagner, Charmaine Seavy, Kathy Oakes, Paulette Clark, Steve Mitchell and Barbara O'Connor from the Tourism Committee; Lisa Gray and Lori Lubetkin from the Chamber of Commerce.

Meeting was called to order at 7:30pm. Minutes from the June meeting were approved. Members are reminded that the minutes will be posted on the Town website for them to read and/or print.

New Business: Simsbury Visitors Center

Lisa Gray, Director of the Simsbury Chamber of Commerce introduced Lori Lubetkin who will be joining the Chamber as assistant to the Director, and staff person for the Simsbury Visitors Center. The contract between the Town and the Chamber is being finalized. Also in progress is moving the Tourism phone line to the Chamber office, and a sign for outside the building. Joyce will check to see about any mail the committee receives being sent to the Chamber offices. Once Lori is settled in, Tourism materials will be moved to the storage room at the Chamber. Joyce and Diane will coordinate the movement of brochures; Barbara will handle the post cards and coloring books.

Old Business and Upcoming Events

- A. Septemberfest, September 11-13: Volunteers are needed for specific times. Charmaine and Joyce will handle Friday night. Saturday, Dominique 11-2; Pat, 2-4; Charmaine 4-6. We will not staff the table on Sunday.
- B. Simsbury Souvenirs: We will have a brainstorming session of ideas at our next meeting. We may invite local folks who have expressed interest in producing souvenirs. We are not going to be purchasing or selling these pieces, rather we are going to encourage others to do so, and give them ideas of what we think people will buy. Kathy has a list of places currently selling some things, as well as others who are interested.
- C. Restaurant Update for Website and Bridge Restaurant flyer: List for website is complete. Flower Bridge folks have produced a very nice brochure of restaurants, basically along Hopmeadow. We will work on "designing" the presentation on the website. Kathy has put together a format that allows folks to print up their own pocket sized brochure of places to eat in town.
- D. Hopmeadow Brochure updates and contract procedures: Brochure was revised and reprinted. We have since learned that certain parties in Town Hall need to be involved before we sign any contracts or commission such work in the future. Joyce recently reviewed current contract procedures with the First Selectman.

- E. Hudson House update: Board of Selectmen accepted recommendation from Open Space Committee to demolish the house and perhaps build an open air structure as well as allow canoe and kayak access to the river. Grant applications are currently in process. Along with discussions of the Bridge, the state of the Tourism Kiosk in the parking lot along Iron Horse was reviewed. We will refresh our materials that are displayed. The bike committee has expressed an interest in moving the Kiosk but Parks and Recreation favors keeping it in its current location and perhaps adding a bench and bike rack there.
- F. Tourism website changes: we are still working with the larger Town website committee.
- G. Bridge of Flowers Thank You to Subscribers reception will be Wednesday September 16th, from 4:30-6:30 at the Bridge. RSVP to Rosemary Powers at 860-693-3930 or wilropow2@att.net. The Bridge group is also sponsoring a photography contest.
- H. Farmington Valley Visitors Association "Best of" Survey: please vote by September 1.
- I. One Page Book Sale Flyer: Joyce and Dominique prepared a flyer of things to do in Simsbury that was included in the mailing to dealers sent by the Friends of the Library for the sale September 12-13.
- J. Simsbury's own poet, Rennie McQuilkin has been named the State Poet Laureate.
- K. Relationship with State Tourism Website: we are attempting to develop a way to make sure things going on in Simsbury are included in the State's website. We will try to get a representative to attend one of our meetings so they can advise us on ways we can accomplish this.
- L. Meeting locations for rest of 2015 were distributed.

Other updates:

Kathy reported that the folks attending the Cessna convention very much enjoyed their visit.

The group thanked Diane for all the work she has been doing consistently replenishing the supplies of brochures at various sites.

Meeting was adjourned at 8:50pm.

Respectfully submitted by Barbara O'Connor