

SIMSBURY TOURISM COMMITTEE
"Heritage, Charm, Adventure"
Simsbury Historical Society – Ellsworth Visitors Center
800 Hopmeadow Street
Monday, November 16, 2015 7:30 pm

Attending from the Committee were Dominique Avery, Barbara O'Connor, Diane Phillips, Charmaine Seavy, Joyce Howard, Rick Wagner, Kathy Oakes, Lori Lubetkin; from the Historical Society, Elaine Lang

Meeting was called to order at 7:35pm. Minutes from the October meeting were approved.

Elaine Lang, President of the Simsbury Historical Society, welcomed the group. She then reviewed highlights of the Society's activities over the past year. Of particular note was a new program this year that featured graveyard tours led by costumed guides. These tours were a great success, selling out all performances, and were able to blend the elements of the historical burying ground with a respect for the current cemetery. Fall programs in town benefit from attracting visitors who are in the area for foliage viewing. She explained future programs on Tavern Life and events that will take place during Simsbury Celebrates, as well as scheduled programs for the spring including an Artisan Fair (May 21) and the Innovation Fair (April 30). In addition to the discussion of the Historical Society, the committee congratulated Elaine on her election to the Board of Selectmen.

Simsbury Visitors Center Update

Lori presented her report on October traffic: two visitors and one materials request. In addition, she worked with the high school student foreign exchange program and provided them with brochures. A few of our post cards and a coloring book were sold. There have been requests by other groups and artists about selling their items. We are not able to do that, but will refer folks to commercial outlets in town that may be able to work with them. There is no news about the signage and outdoor rack ideas.

Old Business and Upcoming Events

- A. Souvenir Update – Kathy has been facilitating a meeting between producers and outlets. Due to the busy season, not much has gone on.
- B. Restaurant List: changes have been noted and will be made on a quarterly basis to the website.
- C. Both the Spooktacular Chili Challenge and the SCTV Film Festival were highly successful. The Chamber of Commerce will host another chili challenge next year.
- D. Simsbury Celebrates will be held on November 28.
- E. McLean gift shop will be given post cards to sell.
- F. Kiosk on Iron Horse Blvd. was updated
- G. Septemberfest, Arts & Crafts Fair, Grange Fair and other activities all took place on the same weekend. As we try to compile a Town-wide calendar, we will encourage groups to work together so more folks can go to all these events.
- H. We will still try to build a relationship with the state website. In the meantime, Dominique is making changes to the Visit Simsbury section of the Town website and asked for suggestions.

- I. Budget request for next year to be submitted to the Economic Development Committee in December will be \$6200. That amount breaks down as \$5,000 for the Visitors Center, \$1000 for signage, and \$200 for reprinting brochures.

Meeting adjourned at 9:00pm

Respectfully submitted by Barbara O'Connor