

SIMSBURY TOURISM COMMITTEE  
"Heritage, Charm, Adventure"  
Flamig Farm – Party Room  
7 Shingle Mill Road  
Monday, October 19, 2015 7:30pm

Attending were: Dominique Avery, Cathy Barnard, Joyce Howard, Steve Mitchell, Barbara O'Connor, Diane Phillips, Charmaine Seavy.

Meeting called to order at 7:30pm. Though unable to stay for the meeting, Nevin Christensen welcomed the committee to his warm and comfortable party room. Minutes from the September 21, 2015, meeting were approved.

Simsbury Visitors Center Update

Ribbon cutting was held on October 4. More than 20 people attended, from Town government, the Chamber of Commerce, media and the committee. We continue to work with the Department of Public Works and the Economic Development Committee to get additional signage and an outdoor brochure holder. Lori Lubetkin sent a report that in the past month there was one visitor to the center, three requests for information packets, and one request for materials to provide guests for an upcoming wedding in town.

Old Business

- A. Souvenir Update: Kathy Oakes is facilitating a meeting between entrepreneurs and owners of retail outlets.
- B. Restaurant List, Tourism Page and Town Website: Kathy is also working on a design revision of the restaurant "print it yourself" brochure layout that will allow it to just be easily read online, as well as printed. Final design of Town website is continuing to progress.
- C. Contest Updates: Dominique reviewed some of the winners of the FVVA, Bridge of Flowers and Pinchot contests, and reminded us of the Town contest for photos for the website.
- D. Halloween: Activities in town include the Chamber's Chili Spooktacular, the Rotary Club's adult party and events for children at the library.
- E. SCTV Film Festival is Friday, October 23 in the high school amphitheater
- F. Annual Report: Dominique distributed copies of our section both electronically and in hard copy if wanted.
- G. McLean Brochures and post cards: Joyce will speak with person from McLean Auxiliary on how to handle sales; Diane will drop off brochures at front desk.
- H. Relationship with State Tourism website/Facebook page: we have posted links where appropriate. Steve is now part of the marketing committee for the Center of CT group and will work to get more visibility for our area.

### Other Updates and Business

The group discussed the need for additional trail signs for both safety reasons and directions to local businesses.

Also discussed were possible items for inclusion in the budget for the next year.

Steve presented the agenda and speakers for the Farmington Valley Trails council meeting on November 5, and invited the committee.

Meeting was adjourned at 8:40pm

Respectfully submitted by Barbara O'Connor