

SIMSBURY TOURISM COMMITTEE
"Heritage, Charm, Adventure"
Simsbury 1820 House – Eagle Room
Hopmeadow Street
Monday, September 21, 2015 7:30pm

Attending were: From the committee: Dominique Avery, Joyce Howard, Kathy Oakes, Diane Phillips, Charmaine Seavy, Liz Banco, Barbara O'Connor; guests ,Sally Crowe and Thomas Mach.

Meeting was called to order at 7:30pm. Minutes from the August meeting were approved. Members are reminded that the minutes are being posted on the Town website and not sent out separately.

NEW BUSINESS

Our hosts from the 1820 House were not able to attend, but made us feel very welcome in the lovely room complete with refreshments. Thank you!

Our focus for the meeting was souvenirs: what and where they are currently available, what would we like to see, and where would we like things to be available. The committee is hoping to foster partnerships between artists, producers and merchants to encourage the availability of quality souvenirs of Simsbury. Dominique reviewed suggestions the committee had gathered through Facebook and previous meetings. Kathy had prepared a list of shops in town that currently offer something. Sally and Thomas talked about things they can contribute to the process as entrepreneurs. After discussion, Sally and Thomas will continue to work on ideas for products and outlets. Members of the committee will stay in touch with them.

SIMSBURY VISITORS CENTER UPDATE

The center is up and running. Official ribbon cutting will be held on October 5 at 4pm. Ideas for refreshments were discussed. After contacting the First Selectman's Office, we learned that we are limited in what we can serve. We will serve apple cider, a cheese tray, cookie plate and bottled water to be obtained through a combination of donations and members contributing, as there is no budget available.

Various details of the running of the center were discussed. Joyce will approach Public Works about additional signage possibilities. Earlier versions of stationery will be given to Lori for use. Dominique has requested an email address for the Center through the Town.

Dominique advised the committee that the Chamber will be compiling a calendar of events in town, and that nonprofit groups can submit their programs for inclusion.

OLD BUSINESS & UPCOMING EVENTS

- A. Septemberfest was well attended and better organized than previous years. Our volunteers sold a few coloring books and post card sets.
- B. Tourism Website: the restaurant list is now available, as is the foliage tour. The address of the Visitors Center has been added. Dominique asked for volunteers to help with the content as the new website is developed. Barbara agreed to help but more volunteers are needed.
- C. Farmington Valley Visitors Association, "Best of" results as well as the Bridge of Flowers photo contest winners should be announced soon.
- D. Facebook Update: the number of "likes" continues to grow. The most popular item on the site was an explanation of the sign at Flamig Farm. More than 10,000 people read the article.
- E. The library would like to work with us on a trivia contest. That will be discussed at an upcoming meeting.
- F. Tourism "app": idea was put on hold.
- G. Annual report copy is due October 19; Dominique would like help.
- H. Brochures /postcards/souvenirs at McLean: the shop run by the Auxiliary is open to working with us.
- I. Relationship with State Tourism website: we hope to have a meeting with them. Nothing scheduled as yet.

OTHER UPDATES

Kathy distributed programs from the Fly-in which once again was successful.

Meeting was adjourned at 9:15pm.

Respectfully submitted by Barbara O'Connor