

SIMSBURY TOURISM COMMITTEE

Metro Bis/Simsbury 1820 House

Tuesday, November 15, 2016 Minutes

In attendance: Dominique Avery, Steve Mitchell, Kathy Oakes, Joe Buda, John Dragon, Elaine Lang, Jan Losee, Diane Phillips, Joyce Howard, Pat Carbone, Charmaine Seavy, Paulette Clark, special guest John Hampton.

1. Meeting called to order at 7:30 pm
2. Minutes of October 17, 2016 meeting reviewed and approved.
3. Welcome by Chris Prosperi of Metro Bis.
4. Visitor Center: signage underway; should be completed by 1/1/17. Cell Phone Hopmeadow Walk brochures almost exhausted: need reprint but unlikely we have funds. Elaine discussed QR Code technology to save money & will check town site and implement. Brochures still needed, but QR could work on Hopmeadow cell phone tour

5. New Business:

A. Chair Change: Steve Mitchell spoke of experience with committee and tourism in Simsbury & need to resign due to move to Avon. Committee expressed appreciation for his contribution and regret at his departure as chair. Steve updated Bike Trail leg of trail through Tariffville-Bloomfield. John Hampton will follow up with DEEP re status. Dominique will serve as acting chair until January.

B. New member Joe Buda was welcomed, along with pending approvals of Jan Losee, JP Dragon, and Mike Long. Looking for future growth of membership through DTC and RTC focused on people with strong interest in tourism

C. 2017 meeting dates established at new start time of 7:00 pm. Locations to be set by December meeting.

E. Discussion on Town-wide non-profits and workshop on State website with Jean Hebert: will try for March meeting on a weekday evening at Simsbury Public Library tech center. Need email invite list, will start with list from prior Volunteer Expos to be reviewed for updates. Goal to promote non-profits events on state website.

F. K. Oakes will attend State Tourism Listening Tour Meeting Nov. 16 to discuss concerns that Farmington Valley doesn't appear on state website enough.

G. Town Plan of Conservation and Development update: Diane Phillips and Elaine attended; small turnout; response was for protection of town amenities, open space, local character. Online survey can be completed on town site.

H. Joe Buda discussed "Passport to KENT Connecticut" brochure and map which could be a good promo tool for Simsbury. Pocket/passport size, with fold-out map, town information and ads by local businesses. Can be changed for use by schools, special interests, events, cost-effective; possible joint use by Main Street, Chamber of Commerce. Investigate as possible project to make Simsbury a destination

6. **Old Business:** A. Review of recent events & preview of upcoming town wide events like Celebrates and Holiday Market & Village B. Communications: Website update: Simsbury Eats! pocket restaurant guide is updated and Souvenir List is ready for posting as well. Elaine Lang urged members to like and share Tourism Facebook posts to boost distribution!

Meeting adjourned at 9:00 pm. Minutes submitted by Joyce Howard.