

**Agenda Simsbury Tourism Committee Meeting  
Simsbury Historical Society, Ellsworth Center  
Tuesday, February 20, 2018 7:00 pm**



1. Review and approve minutes of January 16, 2018
2. Update on COC Sculpture Statues Initiative
3. Old Business & Working Team Updates:
  - A. Team A Events: Updates on Events since last meeting, winter events; Tourism Co-sponsorship of Library's 2/21 Trend Talks Workshop on Tourism Trends; Bike Month Event/Ann Marie Potter Basket; Calendar, State Website, Facebook and Social Media
  - B. Team B: Outreach: Visitors Center Update and other info
  - C. Team C: Recognition: Discuss potential candidates for 2018
  - D. Team D: Governmental: Bike Trail Updates, Town Liaison
  - E. Team E: Special Projects: Simsbury Tourism Hub for Aer Lingus/Bradley Airport, Explore Campsite possibility
4. New Business
  - a. Start formulating recommendations on tourism to the Town
  - b. Discuss group future focus and planning for 2018, including Simsbury's 350<sup>th</sup> Celebration, Chamber of Commerce: Town-wide Art Statues, Updating Cell-Phone Tours software & additional signs
5. QUICK Updates (as needed)
  - a. Town Groups & Events for next 3 months: February-April
  - b. Communications: Facebook, SCTV, Tourism/Town Website update. Simsbury 350<sup>th</sup> update on SCTV
6. Adjournment

Next Meeting: Monday, March 19, 2018 at 7:00PM at Eno Memorial Hall, 754 Hopmeadow Street, North Conference Room.