

Agenda Simsbury Tourism Committee Meeting
“Heritage, Charm, Adventure
Simsbury Historical Society, Ellsworth Visitor’s Center
Monday, March 18, 2019 7:00 pm

1. Review and approve minutes of February 19, 2019
2. Update on request from Town Liaison, Eric Wellman:
 - a. Identify one key Tourism focus area: Printed Materials
 - b. Proposal for a Visitor’s Center or alternative
3. Old Business Updates
 - A. Events & Initiatives: Carriage Rides Update & Proposed “Trail of Thanks”, MLK Memorial
 - B. Outreach: Visitors Center; Update on New Brochures & Hand drawn map
 - C. Recognition: Potential opportunities for 2019: Propose candidate
 - D. Governmental: Bike Updates, Town Liaison: Central Region Tourism District, Kiosk Update, Tourism recommendations to the Town: Vision 2020 Update
 - E. Special Projects: Simsbury Tourism Hub for Aer Lingus/ Bradley Airport, Explore campsite possibility
4. New Business
 - a. Identify one key Tourism focus area
 - b. Proposal for a Visitor’s Center weekend volunteers
 - c. Open House Day Participation?
5. QUICK Updates (as needed)
 - a. Town Groups & Events for next 4 months: March-June & Creating Year-Round Calendar for foreign visitors
 - b. Communications: 2019 TV & Yankee Magazine publicity and clustering events around major events, Facebook, SCTV, Tourism/Town Website update
 - c. Simsbury 350th Celebration: Role of Tourism Committee
6. Adjournment

Next Meeting: Monday, April 15, 2019 at 7pm at Simsbury Inn, 397 Hopmeadow St.