

**Agenda Simsbury Tourism Committee Meeting**  
**Simsbury Inn**  
**Monday, April 15, 2019 7:00 pm**

1. Review and approve minutes of March 18, 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: 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. Role of Tourism Committee during Simsbury's 350 Celebration
  - b. Proposal for a Visitor's Center weekend location & volunteers
5. QUICK Updates (as needed)
  - a. Connecticut Open House: Simsbury Events
  - b. Town Groups & Events for next 4 months: April-July & Creating Year-Round Calendar for foreign visitors
  - c. Communications: 2019-2020 tourism publicity, Chanel 3 news interviews, and clustering events around major events, Facebook, SCTV Tourism show, Tourism/Town Website update
  - d. Simsbury 350<sup>th</sup> Celebration: Role of Tourism Committee
6. Adjournment

Next Meeting: Monday, May 20, 2019 at 7pm at Flamig Farm, 7 Shingle Mill Road