

SIMSBURY TOURISM COMMITTEE  
"Heritage, Charm, Adventure"  
Simsbury Historical Society- Ellsworth Center  
Tues. Feb. 20, 2018 7:00 pm Meeting Minutes

Attendance: Dominique Avery, Joe Buda, Pat Carbone, Paulette Clark, Lori Lubetkin, Jan Losee, Mike Long, Kathy Oakes, Charmaine Seavy and Rick Wagner

1. Meeting called to order at 7:07 pm.
2. **Minutes** from January meeting were approved with Jan Losee and Kathy Oakes abstaining

3. **Update on Chamber's Seward Johnson Sculpture Exhibition:**

Lori and Joe reported that 23 statues have been sponsored including at the Bridge of Flowers, Rosedale and Flamig Farms, the 1820 House as well as 5 statues at the Simsbury Historical Society. There is also a small contribution Kickstarter fund on line until March 1 to raise additional funds. The exhibit formally kicks off Fri. May 18 with a Ribbon Cutting/ Champagne breakfast at Anna's Kitchen(formerly Peaberry's). SHS will host a Garden Party on June 22. The exhibit continues to 9/15. Lori added that it's hoped that the Red Stone Pub's Horse & Carriage Rides will get Zoning Approval and be up and running by then. It was also suggested the Chamber consider coordinating with Open Studios and 6/9 Open House Day.

4. **Old Business and Working Team Updates:**

**Team A Events Updates:** a.) We're co-sponsor of the Simsbury Library's Business Trend Talk on 2/21 with Susann Heller b.) Progress on the Ann Marie Potter Bike Sculpture Memorial Flower Basket as our May Bike Month event c.) Open House Day on June 9 d.) Bike Safety Expo on March 17 e.) Dominique reported on the Simsbury Library's plans and request for Tourism's co-sponsorship of the April 28 Volunteer Expo considering our involvement in the first volunteer fair. After discussion, the committee voted to co-sponsor and participate as well as send the Library our old list of participating organizations.

**Team B Outreach:** Lori reported on visits to the Visitor Center including a call from a woman in Texas who was moving here. She was asked to inquire where callers learned about the Center when they call in the future.

**Team C Recognition:** After discussion about state tourism award criteria, the committee decided not to make any nominations this year because of the volume of committee work.

**Team D Gov't:** First Selectman Eric Wellman was unable to make this meeting. See later discussion on developing committee goals for town.

**Team E Special Projects:** Jan Losee reported on efforts to make Simsbury a Hub location for Aer Lingus European travelers including a prominent mention of the Simsbury Inn by a travel writer in an Edinburgh, Ireland newspaper; a busload of international tour operators and receptive operators is coming to Simsbury Inn in April from the annual Discover New England Conference; and strides are being made to bring U.S. bus tours to Simsbury. Mike Long pointed out the state's subsidy of Aer Lingus flights will end next year unless there is an increase in passengers during the winter months.

**5. New Business:**

- a. Begin brainstorming ways to build more year-round events in Simsbury to attract winter travelers and on formulating tourism economic development recommendations to the town. These topics will be at the top of next month's agenda.
- b. Discussed beginning planning for Simsbury's 350<sup>th</sup> Anniversary. Selectman Cheryl Cook is currently heading up a town planning group. SHS has many events on the drawing board including House Tours, completion of MLK Memorial, and possible stone structure at SHS.

**6. Adjournment was at 8:30.** Next meeting is Monday, March 19 at 7:00pm at Eno Memorial Hall, North Conference Room

Submitted by Dominique Avery