

SIMSBURY TOURISM COMMITTEE
"Heritage, Charm, Adventure"
Simsbury Free Library
Mon. April 16, 2018 7:00 pm Meeting Minutes

Attendance: Dominique Avery, Joe Buda, Pat Carbone, Diane Phillips, Charmaine Seavy, Rick Wagner and Elizabeth Peterson

1. At 7:08 Tara Willerup, Simsbury Free Library Board Vice Chair, welcomed the Committee and gave a brief overview of the Library's history and upcoming events including CCSU's Tom Ratliff on 5/10 on Food & Population, and 5/17 on the British Raid on New London.

2. Formal Meeting was called to order at 7:13 pm and we welcomed Liz Peterson who's considering whether to join the committee.

2. Minutes from February meeting were approved unanimously

4. Update on Chamber's Seward Johnson Sculpture Exhibit & Website:

Joe updated the plans for the installation of 32 Johnson sculptures & the Fri. May 18 Champagne breakfast kick off at Ana's Kitchen. He also outlined planning for the COC Garden Party at the Historical Society on the evening of June 23 and the SHS Strawberry Moon Festival on the 24th & on the 25th "Games People Play" to include lawn games and historic in-house games played since the 1700s. Work continues on physical and online maps for Art Trail and the website as well as simultaneous work on an online version of the Cell Phone Tour.

5. Old Business and Working Team Updates:

Team A Events Updates: a.) Dominique reported that since only 3 people have volunteered for the 4/28 Volunteer Expo which we're co-sponsoring (Pat, Joe, Dominique)we won't have our own table b.) The Ann Marie Potter Bike Sculpture Memorial Flower Basket will not happen this May c.) State Open House Day 6/9 will include the Bridge of Flowers, SHS, Visitors Center, Simsbury Library on JR Ensign House and Storyteller's Cottage Meet an Author event, maybe Red Stone Pub & the Simsbury Free Library. Sign ups continue for the May 1, 2:30 Simsbury Library and the State Tourism Website workshop for local organizations to learn how to use the State's Tourism Website.

Team B Outreach: Lori 's report included an update on # of visitors and brochure requests; Visitors Center funding has been approved by Finance Comm., but needs approval by BOS; Horse and carriage proposal has received Zoning approval and Red Stone is working on state signage approval. It looks like a possible fall

start. Dominique said she's updating Tourism section on town website, posted 27 posts on Facebook since last meeting. She asked for a volunteer to take that updating as well as the restaurant and souvenir lists. Also suggested members look at the updates on the SMPAC website and the work of the new exec director.

Team C Recognition: No discussion.

Team D Gov't & Team E Special Projects: Joe gave a brief overview of efforts to make Simsbury a Hub location for Aer Lingus European travelers and SHS and town plans for the town celebration of its 350th anniversary "Vision 2020"

5. New Business:

a. Joe reviewed and passed out the committee's brainstorming ideas from the last meeting of specific tourism ideas and priorities to encourage economic development to pass on to committee liaison and 1st selectman Eric Wellman. Among the ideas were: making Simsbury a town for all seasons, making it a hub for the Farmington Valley, improved cell phone reception in downtown, need for additional and more cohesive signage, welcoming flower baskets around town, need for bathrooms and food stops off our bike paths, making Heublein Tower more accessible to Simsbury to encourage visitors to come to town, urge Land Trust to encourage out-of-towners to access their trails, and a campsite. Other ideas included creating a "downtown hike." There was also discussion about one word to capture Simsbury's essence. After discussion, Joe asked the committee to forward any additional ideas to him by email ASAP.

b. Discussed progress on planning for Simsbury's 350th Anniversary.

c. Joe gave a brief update on the long-planned Martin Luther King memorial and the new idea to locate it in front of the Simsbury Free Library which was being presented to the Zoning Commission this evening.

6. Adjournment was at 8:29. Next meeting is Monday. May 21 at 7pm at The Community Gifts of Love Farm.

Submitted by Dominique Avery