

SIMSBURY TOURISM COMMITTEE
Metro Bis at the Ensign House
Monday, August 19, 2019 7:00 pm Meeting Minutes

Attendance: Dominique Avery, Pat Carbone, Paulette Clark, Sheree Landerman, Jennifer Leimbach, Kathy Oakes, Diane Phillips, Charmaine Seavy, Sally Summa, and Lori Lubetkin

1. Call to order at 7:05PM. Jennifer Leimbach as Secretary for this meeting. Going forward Jen and Paulette will share the Secretary responsibility.

2. Minutes from Mon. Jun 17th meeting was moved by Charmaine moves the minutes, second by Pat and approved by the members.

Brief Discussion of upcoming events including the Trinity Tariffville-Fair date of Sept 15th. Dominique will send the entire list of events she maintains for our Facebook page to the committee.

2. Old Business Updates

A. 350 Anniversary Celebration: Town Committee Update

Website has been created, along with Facebook page and logo.

350th is still trying to nail down future dates. Formal kickoff is in May 20, 2020.

Committee Chair is Cheryl Cook. Members include Joe, Kris Barnett, Lisa Gray and staff members Lisa Karim and Tom Tyburksi.

B, Our focus will continue to be on indoor events in the Winter months:

Quilt fair will not happen. DNR- on agenda. Grange is planning several events maybe a Contra dance. Still looking for indoor events in the winter months. No updates on possible Ice Sculpture event.

Paulette wonders if the Hopmeadow Country Club might get involved like taking a sled as part of Joe's Sled Decorating project, but what else could they get involved. Antique Fair?

Dominique is looking to capitalize on the used book sale and create a book festival. NYTimes columnist Gail Collins is willing to appear. Other suggestions include Jennifer Weiner who graduated from Simsbury HS and Brendan Jay Sullivan author "Rivington was Ours" 2000 graduate of Simsbury High School writes about the scene on the lower east side when he and Lady Gaga hung out. A bunch of local authors. Not a winter event but still something we can launch in September 2020.

Regarding the Music and churches event idea – who will lead/organize?

B. Update on New Brochures & Hand drawn map - Sheree update on possible support from local developers

Sheree reached out to a few people; June/July is tough and the lack of detailed information on what we need, how many we need, the deadline and the cost. In another approach, she reached out to the woman who does the live doodles. She is taking maternity leave so the timing is important/determines if she will be able to create around deadline. Discussion on who we can get to raise the money/sponsor. Sheree and Charmaine who did the initial research on the hand-drawn map will work together on various ideas.

C. Recognition: Visitors Center Update & Town Recognition

Chamber reports an Increase in traffic since moving the visitor's center to the new location. Two to three visitors per day vs that per week in the old location.

The brochure display is in. Working on outdoor signage.

Discussion on Weekend openings- Lisa is willing to try it a couple of morning hours on the weekends. Committee discussed whether we want to see if open? Consensus is it is a good idea. 10am-1pm; definitely event based. There are some events coming up in September/October we can do test runs.

D. Governmental: Bike Updates, Town Liaison: Central Region Tourism District; New committee members update: EDC relationship

No new bike updates. Canton had a great turnout for first ever Lobster Fest bike ride.

Central Region Tourism District made up of 65 towns – meet four times a year around the state. Joe wants to resign as our rep. Sheree volunteered to attend.

Dominique will see about submitting name/process for approval.

At a recent meeting with Eric Wellman, Joe and Dominique and two members of the EDC, a report was developed recommending that the EDC and Tourism work together; Tourism member Charmaine Seavy will be appointed to the new Economic Development Commission as a member with Tourism experience; Eric will also recommend that Tourism Committee get a minimum of \$5,000 to support activities. The group also supported the creation of a Hospitality Task Force including all groups with a relationship to Tourism to meet 4 times a year for one year after which it will be evaluated. Eric also recommended 16 as Tourism membership.

E. Special Projects: Simsbury Tourism Hub for Aer Lingus/ Bradley Airport: Campsite Committee

No update on Aer Lingus/Bradley Airport.

Campsite Committee- enthusiasm about Mark's proposal for a location along the river. Starting to get some traction. There was a meeting in July, the idea was also presented to the Parks and Red Open Space study. Another meeting will be held in October. Dominique will resend the detailed proposal.

4. New Business

a. Update on University of New Haven class using Simsbury Tourism as a case study: fall of 2019. Joe is in contact with the Professor. Still up in air.

5. QUICK Updates (as needed)

Kathy Oakes is leaving the committee after 22 years ('97). She updated and will continue to update the restaurant lists for the town. It is available on the Tourism pages of the town website. The pocket guide she created is printable and foldable. We can encourage restaurants to print as well.

Sheree received the passport/Leatherman award. CT 169 Club. She was the first to complete the checklist. Banquet is September 7th, 2019 in Berlin, CT. Sheree will receive L1. A letter to the Editor about their article on Simsbury was published in the magazine.

6. Adjournment – 8:28 PM. Paulette moved the close, and Charmaine seconded it.

Next Meeting: Monday, September 16, 2019 7PM at Simsbury Historical Society, Ellsworth Center, 800 Hopmeadow Street

Submitted by Jennifer Leimbach.