

SIMSBURY TOURISM COMMITTEE  
"Heritage, Charm, Adventure"  
Simsbury Historical Society  
Mon. Aug. 20, 2018 7:00 pm Meeting Minutes

Attendance: Dominique Avery, Joe Buda, Pat Carbone, Paulette Clark, Joyce Howard, Kathy Oakes, Liz Petersen, Diane Phillips, Charmaine Seavy, and Committee Liaison First Selectman Eric Wellman

1. At 7:07 Joe called the meeting to order
2. June minutes were adopted with abstentions from Joyce Howard, Kathy Oakes and Paulette Clark who weren't at the June meeting.
3. Joe suggested moving liaison Eric Wellman to the top of the agenda to discuss the Tourism Committee's upcoming presentation of its recommendations to the Board of Selectmen on Sept. 12<sup>th</sup> at 6pm
4. Eric thanked the committee for its work on the presentation. He also outlined how tourism issues will part of the new Economic Development Commission and how the 7 member EDC will differ from the old one: membership will be merit and expertise-based through applications and interviews; appointments will be made by the BOS and not the town's political committees; the BOS will set yearly goals & objective; terms will be limited to three; and the Town manager will staff the committee. It's hoped that with the changes, the town will have a more coherent economic development policy which will focus on taking advantage of Simsbury's existing strengths and expanding existing businesses. Eric also touched on the need for streamlining zoning regulations. Further discussion followed of our specific recommendations re funding for current & future brochures and the need for more signage for visitors to the town including at the top and bottom of Heublein Tower in Talcott Mt. State Park as well as finding a better place for the Kiosk on Iron Horse, and Airbnb issues.
5. **New Business:** Joe announced that Rick Wagner has resigned from the committee because he has sold his house and moved to North Carolina. He and the Wagner Foundation will continue to stay involved in Simsbury and he is actively working on his Trail 10K. Designed to be ready well before the town's 350<sup>th</sup> celebration, the trail through town will focus on all who lived here over the last 10,000 years including Native Americans who often get overlooked in town anniversary celebrations. The committee unanimously expressed its disappointment to hear the news. Joe suggested that the committee ask

Dominique to serve as Vice Chair/Secretary and the committee agreed. Joyce Howard, who has been a member of the Tourism Committee since its creation in 1994 also announced that she is reluctantly resigning. She said she has loved being on the committee although she's been frustrated by the lack of funding, and that Tourism members continue to be appointed by solely by political town committees. She is heartened by the new attention that tourism as a town economic development driver is getting, but because of the added responsibilities in her life, it is time for her to resign. She passed the " torch" by giving Kathy Oakes the keys to the Kiosk. We owe her a huge debt for all the work she has done to further Simsbury tourism and we'll sorely miss all her contributions and decorating talent.

**6. Action Items for next meeting.** There was unanimous agreement to recommend moving the Kiosk with four votes for Phelps Lane by the Simsbury Historical Society, but committee members agreed to look for other sites to recommend to the town before the next meeting. Also members agreed to scout sites for additional signage like Curtis Field which host out of town visitors for sports event with agreement that the signage needs to be uniform ( Linda Schofield is already working on the project).Dominique agreed to call Randy Fiveash ( State Tourism Director) to inquire about future state advertising now that Old Newgate Prison has re-opened. We all need to explore locations for Simsbury signage at local state parks in Simsbury with state officials.

**6. Adjournment was at 8:47.** Next meeting is Mon. Sept. 17 at 7pm at Storyteller's Cottage, 850 Hopmeadow Street

Submitted by Dominique Avery