

SIMSBURY TOURISM COMMITTEE  
"Heritage, Charm, Adventure"  
Storyteller's Cottage  
Mon. Sept. 17, 2018 7:00 pm Meeting Minutes

Attendance: Dominique Avery, Joe Buda, Paulette Clark, Joyce Howard, Jan Losee, Lori Lubetkin, Liz Petersen, Diane Phillips, Charmaine Seavy, and Guest Alisa Picerno

- 1.** Joe called the meeting to order at 7:01; June minutes were adopted unanimously
- 2.** Joe introduced Alisa Picerno of Alliances by Alisa who's handling publicity for Simsbury events for the next three months funded by a grant. She gave an overview of communications including plans for month by month detailed press releases with all the events from the Hist. Society, the Library, the Free Library, Main Street, Chamber, Grange and Parks & Rec. She reviewed newspaper pieces & TV interviews Joe is doing on 30, 8 & 3 re Simsbury: A Town for All Seasons. She & Joe updated the latest news on the Art Trail's extension and news that only 3 of the sculptures will be at the Chili Challenge on 10/27. Alisa is currently working on October and asked for committee input. Charmaine said she would help with radio placements.
- 3.** Old Business & Working Team Updates:
  - A.** Lori said that there are no updates on the plans for Red Stone Carriage Rides and Joe reported on ongoing plans for the Trail 10K. Designed to be ready by 2019, the trail will focus on all who lived here over 10,000 years including often overlooked Native Americans. Several members raised issues about the 10K name pointing out that it sounds like a race and will be confusing to the public. Joe said he would raise the issue with Rick Wagner.
  - B.** Lori gave the Visitors Center update and the enormous response the Art trail has gotten from all around the state. Asked whether there's a way to measure the impact visitors made on local business, she said they had no way of doing that. There was discussion on brochures sent to the Big E and the need for a new one which the town will consider paying for. There was agreement to focus on updating the brochure with the original Pam Kirk art work of Simsbury. Dominique agreed to rewrite the text and contact Joyce Howard to locate the artwork. There was also discussion about the need for a compact downtown map (hand drawn) with town highlights possibly funded by local advertisers. Charmaine agreed to look into

**C. No updates on Recognitions**

**D.** Joe reported on the presentation that he and Dominique made to the BOS on the Tourism Committee recommendations to the Board. Joe said members could watch it on SCTV. There was discussion on the role of Tourism with the new EDC and Jan Losee was asked to consider applying for a position on the EDC.

**E.** Discussion ensued on the Aer Lingus contract with the State which has been extended for the next four years. Jan reported on the continuing interest by the European community on travel to Simsbury and the Farmington Valley and an upcoming visit by travel writers to Millwright's. She stressed how important it is for Simsbury to develop a year-round calendar a year ahead of time to attract European interest. Further discussion on suggestions for winter events was put off till the next meeting. Joe announced a new event at SHS Called Heritage Day with family activities & reminded us about Scarecrow building on 9/22.

**5. New Business:** Where to put the Kiosk? After discussion on the options, the committee voted unanimously to recommend that the Kiosk be moved to a location in front of Eno Hall near the tree on the far right hand side of Hopmeadow. We also suggest paving an area around it adding a few benches. Ideally, it would be lighted, and ultimately include an electronic screen with up-to-date town info. Our reasoning: in our very spread-out town, the square block between Wilcox Street and Station Street is the most densely used by local residents as well as out-of-town visitors. It's the location of historic, beautiful and busy Eno Memorial Hall, Storyteller's Cottage, Fiddler's Green with its three restaurants, and Sew Inspired (itself a tourism draw) as well as the charming buildings on Station Street. Across the street, is the historic Simsbury Cemetery, and Simsbury Free Library which houses the Chamber of Commerce & Visitors Center. It's also in easy walking distance of the Historical Society, the Public Library, Red Stone Pub, and the other retail and restaurant businesses in the Courtyard and Plan B Burger down Station Street. Another plus, there's on-street parking on both sides of the street. Motion was made by Paulette & seconded by Charmaine.

**6. Adjournment was at 8:45.** Next meeting is Mon. Oct. 15 at 7pm at Metro Bis 1820 House – 731 Hopmeadow Street

Submitted by Dominique Avery