

SIMSBURY TOURISM COMMITTEE

“Heritage, Charm, Adventure”

Metro Bis/1820 House

Mon. Oct. 15, 2018 7:00 pm Meeting Minutes

Attendance: Dominique Avery, Joe Buda, Paulette Clark, Pat Carbone, Sheree Landerman, Liz Petersen, Diane Phillips and Charmaine Seavy

1. Joe called the meeting to order at Metro Bis at 7:11; Septembers minutes were adopted unanimously

2. Joe updated Communications and the tremendous PR outreach by Alliances by Alisa on all the events which have been going on in town including the 10/12 MLK Memorial groundbreaking at Simsbury Free Library. There's still been lots of foot traffic for the statues which has made Simsbury a destination. The Art Trail ends on Oct. 27 at the Chili Challenge. There was discussion about what could be a possible follow up for next year

3. Old Business & Working Team Updates:

Team A Events: There was more discussion on the ‘Trail10K name. Rick is flexible. We brainstormed some ideas and Joe suggested we all think more about them and send ideas to him. Sheree reported the trail has sparked a lot of enthusiasm in Tariffville. Joe mentioned a number of possible locations for the heritage trail. Parks and Rec will be discussing location on their property at an Oct. 25 meeting. Joe assured the committee that in the proposed Trail 10K plan there is an Advisory Group representing Native Americans to review the proposed structures that would include Native American people. The SHS Scarecrow & Heritage Day were tremendous successes, Storyteller's Cottage celebrated its 1 year anniversary with an Open House and is doing very well with 7 part-time employees.

Team B: Outreach: Visitors Center; Charmaine updated us on her research into the costs of a hand-drawn Tourist map. A franchise could be purchased for an up-front cost of \$25,000; a one-sided map for \$4,000; doubled sided for \$7,500 plus 40cents per copy. We could ask the town for the upfront costs and then sell ads.

Team C: Recognition: Potential opportunities for 2018/19 - no discussion

Team D: Governmental: Updates on new bike rack progress, Town is considering our Kiosk Location recommendation at ENO and getting quote

on cost, Dominique reported on the new EDC members; Now that they're in place BOS will consider our Tourism recommendations: Vision 2020.

E. Team E: No discussion on Special Projects: Simsbury Tourism Hub for Aer Lingus/ Bradley Airport, Explore campsite possibility

4. New Business: Liz mentioned that she visited the Visitors Center recently when Lori was not there, and that it might be a good idea to have a way of signing to keep track of visitors like an iPad

5. QUICK Updates on Events for next months: including Tariffville Halloween Parade on Oct. 28, Simsbury Celebrates on Nov. 24 ,Dec. 1 Simsbury Historical Society's Homespun Christmas and Sled Painting

6. Adjournment at 8:59

Next Meeting: Monday, November 19, 2018 at 7pm at: Chamber of Commerce/Visitors Center 749 Hopmeadow Street.