

**Simsbury Tourism Committee**  
**Simsbury Chamber of Commerce Visitors Center**  
**Tuesday, Jan. 21, 2020 7:00 pm Meeting Minutes**

Attendance: Dominique Avery, Joseph Buda, Paulette Clark, Sheree Landerman, Jennifer Leimbach, Lori Lubetkin, Liz Peterson, Diane Phillips, Charmaine Seavy, Sally Summa. Also, in attendance: Lesly Juarez, Chamber Executive Administrative Assistant.

1. Meeting Called to order at 7:02pm. Jennifer Leimbach is secretary for minutes. Paulette motioned to approve December 16, 2019 minutes, Charmaine seconded. The minutes were approved by the members. Dominique announced that Joe is saying on Committee.

2. Old Business Updates

A. 350th Anniversary Celebration:

- a. Joe again reviewed the three main events for the 350<sup>th</sup> Celebration. May 17 Opening Ceremony, June 27<sup>th</sup> River Day, and 350th Day at Septemberfest on Sept. 13

The three primary functions: main ceremony at church, flower bridge event/birthday type celebration (May 17<sup>th</sup>), River Day (June 27<sup>th</sup>) is split into three locations (flower bridge, sycamore tree/Huck fin launch, Curtiss Park).

Closing ceremonies at September-fest. Some talk about a gala type setting at Riverview.

A few other events will be under the logo but not official events like these events at the Simsbury Historical Society:

Garden Tour- there will be one in June. Not an "official" town event.

Hosted at Historical Society, House Tours- Weatogue section.

Cemetery Tours- Play. Women of Simsbury. Fall timeframe.

"Our Town"- Play. Betsy McGuire play written about Simsbury.

B. Update on 2020 Art Trail Sculptures

- a. Unveiled at Fitzgerald's but moved to Ensign Bickford after a complaint to the Chamber bout the Marilyn statue. Chamber Board voted to move it. There are 37 statues spoken for. Each costs\$2,500.

C. Update on New Brochures & Hand drawn map

- a. Joe said there was a discussion about using the Vermont professional hand drawn map for the art trail. Chamber

reviewed, the PAC and Lisa had conversations. The subgroup of the art trail agreed they want to use the art map, but unsure if it will be with or without the statues.

- b. Joe and Dominique will bring the brochure with original Simsbury artwork to the 350<sup>th</sup> group for possible reprint.
- c. Charmaine gave update EDC & possibility of Funding.
- d. Discussion on tourism being an economic generator and how we can use our networks. We need financial support to continue making progress for the town.

D. Report on MLK Day event

- a. Keynote speaker US Rep Hayes received rave reviews, as well as the HS gospel choir. Overall consensus was it was the best MLK event so far. Received lots state press as one of the top three MLK events this year. Tree work is done and construction on MLK memorial at Free Library will begin when the ground is no longer frozen.

E. Recognition: Possible State Street Tourism Signs for Simsbury  
Dominique has determined the signs need to be requested by the Simsbury PD and reached out to Chief Boulter who is looking into it.

F. Governmental Updates: Temporary Rental Working Group; Bike Groups; Central Region Tourism District; Committee Membership; EDC & Funding Update; Hospitality Task Force; Review Meeting Location & Date List

- a. Liz updated on the Temporary Rental Working Group; first meeting on the books. She encourages contacting her with stories/opinions she can share.
- b. Bike Group: Dominique mentioned about they will have events for the 350 and plan more Art Trail Bike events
- c. Committee Membership: Reminder to newly appointed members to fill out conflict of interest forms
- d. EDC & Funding Update: talked about earlier.
- e. Hospitality Task Force: No one has stepped up. Eric Wellman wonders if we would like to take it on Up in the air.

G. Special Projects: Campsite Committee (on hold)

4. New Business

- a. 2020 focus area?
  - i. 350<sup>th</sup> –Members were reminded to keep the main dates available to support all of the three celebrations.
  - ii. Joe brought up Talcott Mountain and the amount of people who go there and visit but do not necessary come into town.

Suggested we get brochures to the mountain. Dominique mentioned we can also staff events.

- b. Chamber of Commerce Update: Lisa Gray is leaving the Chamber of Commerce to focus on her foundation. Everyone agreed that it will be tremendous loss for us as she was a great partner and driver of tourism in Simsbury.

5. QUICK Updates (as needed)

- a. Misc. Town Groups & Events: Creating Year-Round Calendar for foreign visitors; tabled.
- b. Communications: Statewide tourism publicity, Facebook, SCTV, Tourism/Town Website update; State Tourism Website
- c. Joe brought up filling the gap period in the 350<sup>th</sup> celebration and how we can get people into the shops. Needs ownership to pick up momentum.

6. Adjournment

- a. Dominique moved the motion to adjourn at 8:09 pm.

Next Meeting: Tuesday, February 21, 2020 7PM at Chamber of Commerce Visitors Center

Minutes submitted by Jennifer Leimbach.