

Simsbury Tourism Committee Meeting
12 Madison Lane, Dominique Avery's House
Monday, December 16, 2019 7:00 PM
Meeting Minutes

Attendance: Dominique Avery, Joseph Buda, Pat Carbone, Paulette Clark, Lori Lubetkin, Katherine Oaks, Diane Phillips, Charmaine Seavy, Sally Summa. Also, in attendance: Lesly Juarez, Chamber Executive Administrator Assistant.

- I. Call to Order
 - a. The meeting was called to order at 7:25 pm.
- II. Review and approve minutes of November 18, 2019
 - a. Paulette Clark moved the minutes for November 18, 2019 and Charmaine Seavy seconded. The minutes were approved by the members.
- III. Discuss support role of Tourism Committee in Simsbury's 350th Celebration
 - a. Joe Buda asked Sally Summa if she would be the Tourism Committee liaison for the 350th Celebration Committee and she agreed.
 - b. Dominique asked the committee if they were in agreement that the committee's role with the 350th should be as costumed volunteers and ambassadors for the major 350th events. They agreed.
 - c. Joe suggested that the Historical Society has costumes for the committee to wear during Simsbury's 350th Celebration events and suggested the Tourism Committee meeting April be held at the Historical Society to look at costumes.
- IV. Old Business Updates
- V. 350th Anniversary Celebration: Town Committee and Winter Events
 - a. Joe again reviewed the three main events for the 350th Celebration. May 17 Opening Ceremony, June 27th River Day, and 350th Day at Septemberfest on Sept. 13
 - b. Joe updated the committee about the Sleigh Painting Exhibits that the Simsbury Historical Society will be putting on for the 350th. The Simsbury Historical Society is having 3 sleighs restored and painted by various artists. The 3 sleighs will be on exhibit indoors at MetroBis, Simsbury Historical Society, and probably at the Simsbury Library Courtyard.
- VI. Update on New Brochures & Hand drawn map
 - a. Joe proposed to the Art Trail committee might want to use the hand drawn map the Tourism Committee has been exploring.

- VII. Recognition: Possible State Simsbury Tourism signs
 - a. After looking at different towns Joe found out most towns have a Tourism direction sign. Dominique will contact Tom Roy from the Town Highway Department to inquire about how to get a state brown street sign.
- VIII. Governmental:
 - a. Liz Petersen has agreed to represent the Tourism Committee on the Temporary Rental Working Group.
 - b. Bike Updates - Dominique reported that the Simsbury Free Bike Program has been permanently ended because of lack of a volunteer to head it.
 - c. Town Liaison: Central Region Tourism District- no report in Sheree's absence
 - d. EDC report from Tourism's rep to EDC :Charmaine said the EDC might favor funding for our committee and will have more next month
 - e. BOS update on membership, funding & Hospitality Task Force
 - i. Dominique volunteered to be the liaison of the Hospitality Task Force
- IX. Special Projects: Campsite Committee update
 - a. Dominique shared that Mark Deming has put project on hold. because of a lack of interest.
- X. New Business
 - a. 2020 focus areas
 - i. Joe will remain the Historical Society liaison to the Tourism Committee.
 - ii. Dominique thanked Joe on behalf of the committee for his extraordinary leadership now that he is resigning as chair and from the committee
- XI. QUICK Updates (as needed)
 - a. Town Groups & Events for next 4 months: December-March & Creating Year-Round Calendar for foreign visitors
 - i. Sally will find out if the International Skating Rink of Connecticut is having any events such as hockey tournaments.
 - b. Communications:
 - i. Recent tourism articles on Simsbury, Facebook, town hall locations
 - ii. 2019-2020 tourism publicity, and clustering events around major events
 - iii. Facebook
 - 1. Dominique shared with the committee that Sheree Landerman filled in while Dominique was in Germany. Sheree did an outstanding job keeping the Facebook page updated.

iv. SCTV Tourism show

1. Dominique shared with the committee that she is available to put a monthly show together for SCTV.
2. Joe mentioned that a group will be needed to go through videos of different events that occurred throughout town for the SCTV show.

XII. Adjournment

- a. Joe moved the motion to adjourn at 8:17 pm.

Next Meeting: Tuesday, January 21, 2020 7PM at Simsbury Chamber of Commerce,
720 Hopmeadow Street