

SIMSBURY TOURISM COMMITTEE

"Heritage, Charm, Adventure"

12 Madison Lane

Mon. Dec. 17, 2018 7:00 pm Meeting Minutes

Attendance: Dominique Avery, Joe Buda, Paulette Clark, Pat Carbone, Sheree Landerman, Lori Lubetkin, Liz Petersen, Kathy Oakes and guests Joshua Lubetkin and Kieran Petersen

1. Joe called the meeting to order at 8:28; Oct. minutes were adopted unanimously
2. Joe updated reported that the Chamber plans to bring back the Sculpture Art Trail in 2020 to coincide with the town's 350th anniversary celebration. A discussion followed on the need to develop a way to measure the economic impact on the town like a discount book for businesses etc.

3. Old Business & Working Team Updates:

Team A: Lori reported that there might be some positive news on the Red Stone Carriage Rides in the next month or two. As for the Trail 10K name, Joe said it's now being called the "Trail of Thanks" playing on the Thanksgiving/Native American connection. He reported that Parks & Rec has approved the use of town land. The proposal for the trail now goes to the town. Joe also reported on the Historical Society's successful Heritage Day event, and the MLK groundbreaking. Construction will start in the spring.

Team B: Outreach: Lori reported on the Visitors Center fall visitors and phone calls most of which were about the Art Trail. She also reported on the Chamber's desire to once again explore a new street level site for the Chamber and the Visitors Center with the town's help. In the meantime, Liz suggested the Visitors Center find a way to track visitors when Lori is not there -perhaps using an iPad.

Team C: Recognition: Joe suggested that the committee make a nomination related to Tourism for the town's Hometown Hero awards.

Team D: Governmental: Joe announced he will now be the town's representative to the Central Regional Tourism District which includes 65 towns in the River Valley and Greater Hartford. As for moving the Kiosk, Eric is waiting for a cost estimate from Public Works. We are also waiting for Eric's response to our Vision 20/20 suggestions, but Eric has indicated he'd like us to come up one major goal for the year.

E. Team E: In Jan's absence there was no discussion **on** Simsbury Tourism Hub for Aer Lingus/ Bradley Airport, Joe brought up the campsite possibility with Parks and Rec who were interested. Dominique suggested it might be time to create a special campsite committee. Eric also updated Joe on ongoing cell phone improvements including a small cell tower at Maple Tree Café which should boost cell coverage in the Center of Simsbury. Similar small cell towers have been installed already across from Simsbury High School and off Winslow Place. Cell phone improvements are a 2019 BOS priority.

4. New Business: Pat mentioned that the Farmington Valley Symphony Orchestra is considering moving its home to Simsbury. Liz raised the issue of recent films made in Connecticut wondering why Simsbury wasn't being considered. Dominique reported on local efforts to bring films here including the creation of a local Film Commission and a workshop with the director of the state's film division. After about five years, the local film commission disbanded having had little or no success. Contact former chair Liz Banco for more info.

6. Adjournment at 9:20

Next Meeting: Tuesday, January 22, 2019 at 7pm at: Simsbury Historical Society, Ellsworth Center. 10 Phelps Lane