

Simsbury Tourism Committee
Simsbury Chamber of Commerce Visitors Center
Tuesday, February 18, 2020 7:00 pm Meeting Minutes

Attendance: Dominique Avery, Joseph Buda, Paulette Clark, Sheree Landerman, Jennifer Leimbach, Lori Lubetkin, Liz Peterson, Also, in attendance: Ferg Jansen and Lesly Juarez, Chamber Executive Administrative Assistant.

- I. Call to order: The Meeting was called to order at 7:03 P.M. by Dominique Avery.
- II. January 21, 2020: Minutes could not be approved since the committee did not have a quorum. (Lori and Liz were late)
- III. Old Business Updates
 - A. Update on 350th Anniversary Celebration: Official and other Events
Joe Buda reviewed the events occurring this year for the 350th Anniversary Celebration. The three main events will be the Opening Ceremony (May 17), River Day (June 27), 350th Day at Septemberfest.

Other events include a possible gala at The Riverview, "Our Town" play (April 30, May 1-3, June 18), Garden Tour (June), Women of Simsbury, Heritage Day (Fall), Arts and Crafts, Winter Festival, and an Art Walk.
 - B. Update on 2020 Art Trail sculptures:
Ferg Jansen shared with the committee that the rest of the sculptures will be in town on May 15th. There are currently two sculptures in town, Forever Marilyn and Chance Meeting. Seven of the thirty-seven sculptures will be repeated from two years ago. The Art Trail committee is still working on the brochures.
 - C. Update: possibility of printing new brochures and hand drawn map by 350th committee
Dominique Avery and Joe Buda will be going to the 350th Committee to inquire about possible reprint.
 - D. Update on possible Heublein Tower partnership

Dominique has tried contacting Jay Willerup but has not been successful. She was able to speak to Jay's wife, Tara, and she thinks it's a great idea and believes Jay would also like the idea.
Ferg shared with the committee that he is close to Jay and will be inviting him to the next Tourism Committee Meeting.
 - E. Recognition: update on possible State Street Tourism signs for Simsbury

Dominique turned to the Simsbury Police Department Traffic Commission to examine the local signs. Their report said the state requires that the property have a bathroom, be open for certain number of hours, have the hours posted, and should be open more than 60 days a year. The officer shared that we might be able eligible for Village Gateway signage. The Traffic Commission is willing to work with us.

Dominique asked the committee to email her names of people to put together a committee to get the Village Gateway signage.

Dominique suggested someone from The Performing Arts Center, Sheree suggested someone from the Bike group, and Joe suggested the Historical Society also be involved.

F. Government Updates:

a. The new BOS Liaison Jackie Battos

Dominique spoke with her and about the need for brochures. She hoped to attend the meeting but had a BOF meeting at the same time.

b. Central Region Tourism District

Sheree attended the last meeting and was surprise by the results of a study that was conducted on how marketing money is spent for different activities in town. The study showed that seventy percent of people that attend events are local and thirty percent are families with children. The study also showed that people with families spend less money at events.

Sheree asked the committee to email her a list of events we want to promote as she is trying to put together a calendar.

Joe and Dominique suggested that Sheree continue to bring up funding at a CRTD meeting when they discuss events.

c. EDC & Funding Update

Dominique heard from J. Battos that Main Street got a grant for brochures. and will be talk to Sarah Nielsen about whether Tourism could get some of that for one of our brochures.

IV. New Business

a. Moving the kiosk. Can it be revived?

Dominique brought up the the kiosk which is currently in the parking lot by Iron Horse Blvd again with Town Hall. Last year the committee suggested moving the kiosk to between Eno Memorial hall, next to Story Tellers Cottage by the sidewalk but the idea stalled. Ferg

mentioned that Mike Gerard would be able to move the kiosk and we should ask him

Dominique asked the committee to send her an email if you have ideas of what could go in the kiosk and who would maintain it.

- b. State Open House Day Sat, June 13
The committee agreed it wanted to open the Visitors Center and Dominique asked Lesly Juarez to register us for the event. The Bridge of Flowers will have people at the Bridge, the Simsbury free Library as well. The Historical Society will do something too. It should be a big day with the Art Trail in town.

Liz Petersen joined the meeting at 7:45 P.M.

- c. Chamber of Commerce Update
The Executive Board is currently interviewing applicants. to replace Lisa Gray
- d. State Tourism Conference on April 29th (\$99)
Dominique reached out to Maria Capriola to find out if there were funds to pay for the conference. Sheree and Dominique both volunteered to attend the event.

- V. Quick Updates (as needed)
Joe Buda shared that the 350th Celebration Committee has secured 2 kiosks at Bradley Airport from April until the end of the year. Joe will be meeting with Jeff to go over what will be going in the airport kiosk.

A motion to adjourn the meeting was made by Paulette Clark. The motion was seconded by Sheree.

Next meeting: Monday, March 16, 2020 7:00 P.M. at Eno Memorial Hall in the Old Court Room

Minutes prepared by Lesly Juarez

