

From: Susan Mazurski September 22, 2009 12:31:14 PM
Subject: Tourism Committee Minutes 08/17/2009 DRAFT
To: SimsburyCT_TourismMin
Cc:

DRAFT

Simsbury Tourism Committee Meeting
Flamig Farm
Monday, August 17, 2009

In Attendance: Liz Banco, Terry Boulton, Laurie Matczak, Paulette Clark, Dominique Avery, Joyce Howard; briefly, Nevin Christensen.

1. Meeting called to order at 7:40 PM.
2. Minutes of June 15, 2009 meeting reviewed and approved.
3. Old Business:
 - A. Visitor Center closing: Liz/Joyce reported on pickup of materials from Sew Inspired and receipt of proceeds from sale of post cards/coloring books. Signs on Wilcox Street to be removed and held for future use.
 - B. Review of phone line pick-up: 658-4000 being answered by Gertrude, receptionist at Town Hall, when possible; evening, weekend and unanswered calls being retrieved by Committee members on a voluntary schedule of one-half month each; any information handled as appropriate. Gertrude has been sending out information as requested and answering questions. She has organized tourism materials in Town Hall in a very good way, and is very positive re involvement as part of promoting Simsbury.
 - C. Rotary Shelter at Simsbury Meadows: the antique metal roof is now in place on the basic preliminary structure; Terry will follow-up with Brad Jackson re future plans for the structure.
 - D. Distribution of brochures/postcards: Brochures: Joyce is contacting Diane Nash re the Town Farms listing in the BRING THE HERD TO FARMS IN SIMSBURY brochure; we could print up and apply an appropriate sticker to their listing re their new status. Postcards: several possible new sales venues were discussed; members will contact them and report back re interest and possible sales.
 - D. Website changes: Terry reported on updates and improvements; among them is the addition of Tourism as an item on the Town home page sidebar. She will monitor and work with Rick Bazzano re an improved and current listing for tourism items.
 - E. F. Volunteer Expo update: because of elections this Fall, any second expo would need to be held next Spring.
 - F. Update on FV Film Commission: Liz reported on progress; uniform permits for each town will be on the FarmingtonValley Film.org website. Preliminary web designs in the works. Next meeting in September.

4. New Business:

A. Taste of Simsbury (Aug. 27 at the Simsbury Inn): restaurants, attendance discussed; tourism members or others can contact Pat Carbone for tickets.

B. Setting New Goals: more to be discussed at future meetings. One potential one, mentioned by Nevin, is possibility of a project supporting a green/energy trail in Simsbury (similar to farm brochure). Could be a drive-by self-tour of homes, farms, etc. similar to wine trail or SOLAR, etc. To be discussed and looked into with appropriate people, with a possible "specialty" brochure printed.

5. Other Business:

A. Bookmark: may be revised as a handout at Library, etc. replacing one for

Visitor Center, emphasizing website, etc. Paulette will work on project.

B. Tariffville Green Gazebo: Laurie reported that they are breaking ground on the gazebo this week; also that the Tariffville Festival will take place on Saturday, October 3.

C. SCTV: Dominique mentioned their 25th anniversary fundraiser at Arts Exclusive: Sunday, September 20, from 6:00-8:00 PM. \$25 charge.

6. Meeting adjourned at 9:30 PM.

Submitted by Joyce Howard.