

From: Susan Mazurski November 17, 2010 9:44:42 AM
Subject: Tourism Committee Minutes 09/20/2010 APPROVED
To: SimsburyCT_TourismMin
Cc:

SIMSBURY TOURISM COMMITTEE MINUTES
Flamig Farm
September 20, 2010

1. Meeting called to order at 7:30 pm.

In attendance: Liz Banco, Laurie Matczak, Joyce Howard, Terry Boulton, Gina Cadorette, Steve Mitchell, Barbara O'Connor, John Hampton, and Bill Hildebrandt representing the Bike Trail Committee. Later joined by Nevin Christensen.

2. Old Business:

A. Upcoming meetings: dates and venues reviewed.

B. VC phone pick-up: balance of 2010 to be covered: 9/15-30 Kathy Oakes; 10/1-14 Pat Carbone; 10/15-10/31 Terry Boulton; 11/1-11/14 Joyce Howard; 11/15-11/30 Barbara O'Connor; 12/1-12/14 Laurie Matczak; 12/15-12/31 Gina Cadorette.

C. Kiosks: Bike Trail: Steve Mitchell is posting local restaurant menus, to be rotated. A listing of local restaurants will be added. Joyce will work to determine a possible local tourism theme for one window/panel. Terry will check re the Rotary gazebo/kiosk to learn re possible area for take-away or other literature

D. Library bulletin board for tourism: Liz talked with Jennifer Keohane at SPL who will be setting this up.

E. Farmers Market table: Date of October 14th, from 2-6 pm. We will set up appropriate display with literature and items to sell (post cards, coloring book, print); coverage rotation schedule set up with members present at meeting.

F. Foliage Brochure: Barbara has researched similar events; members will identify appropriate autumn shots of Simsbury from sources such as Simsbury

Bank's past calendars, Land Trust, Camera Club, Ray Pedrone, etc. to be part of "brochure" on town web site for a self-directed driving tour of Simsbury during foliage season.

3. New Business:

A. Farm Biking Tour: Steve reported on the October 17th event, probably 11 am-4 pm, covering Town Farm, George Hall Farm, Tulmeadow and Rosedale Farm, with a stop at each farm and something special for the bikers, starting from and ending at the Bike Trail Kiosk on Ironhorse Blvd. On 9/20 "The Ride" Yale-Simsbury took place, and will again on 10/3.

B. Also re biking: the Central New England Route - Simsbury Bike Trail - was described by Bill Hildebrandt, with a copy of the poster and info card used--representing an early introduction of biking in Simsbury in 1972. He described the beauty of the ride and its early days, especially significant because of the Bike Friendly Community designation. Steve will open the Trail Council Meeting next spring on 4/30/11 with Bill and the story. John Hampton will check re a possible rededication of that trail with appropriate signage.

4. Other Business:

A. Fly-In on 9/19 was very well attended and a growing success.

B. Publications/advertising: CT Magazine Tourist insert: decision not to advertise (expensive, limited coverage); Joyce will check re Simsbury being part of a story, listing destinations, which could be of greater value. YANKEE Tourist Guide: Simsbury Distinctive Destination designation may be of value in being included; to be discussed with Sarah of Main Street.

C. Audio/cell phone self-guided tour: Liz described a tour which she took in NY state: a small town historic district; interesting and effective. She'll check re source, costs, etc. Possibly something to tie in with Hopmeadow Street walk.

D. Laurie reported that the Tariffville Village Association Festival takes place on 10/16 from 9am-4pm, with dedication of the new gazebo at noon. They are planning on Tariffville Gorge Kayak Races in 2011.

5. Meeting adjourned at 9:30 pm.

Submitted by Joyce Howard.

