

From: Susan Mazurski                      October 28, 2008 9:22:06 AM  
Subject: Tourism Committee Minutes 10/20/2008  
To: SimsburyCT\_TourismMin  
Cc:

Simsbury Tourism Committee  
Fiddlers Green Shops, Simsbury, CT  
October 20, 2008

Minutes of regular meeting:

In attendance: Kathy Oakes, Steve Mitchell, Sarah Neighbours, Dominique Avery, Terry Boulton, Liz Banco, Bruce Kaplan, Joyce Howard.

1. Meeting called to order at 7:40 PM.
2. Minutes of September 15, 2008 meeting reviewed and approved.
3. Old Business:

A. Visitor Center: Tour of Visitor Center/ Sew Inspired, by Bruce Kaplan; review of telephone, informational, display space and info display space in lobby; tourism literature is constantly taken from lobby displays and refilled daily;

calls and visitors to the Quilt shop/visitor center are low in number. Need to publicize VC location: on the bike trail, town hall, etc. Bookmarks will be distributed at the Simsbury Public Library; a satellite visitor center to be established at SPL, with enlarged and prominent display of tourist brochures and information. Tourism post cards can be shown on the changing video screen in main lobby area to publicize Simsbury, cards, etc. Post cards, prints and coloring books cannot be sold at SPL but requests for tourism related information are often handled.

B. New Preserve America Simsbury brochures reviewed; to be distributed at VC.

C. Kiosk at Simsbury Meadows: donated by Rotary, will have several walls for tourism information.

D. Volunteer Day: possibly one evening at Eno Hall in early 2009; groups will be invited to have a table promoting their organization, allowing individuals to learn more about them and possibly join. This would be a

weeknight from  
7:00-8:30.

E. Irene Haigh memorial: Liz has met with Gerry Toner and a star magnolia shrub and appropriate plaque will be placed in her memory. Liz will collect and pay for them; voluntary donations to be made by Tourism Committee members.

#### 4. New Business:

A. Pat Carbone's recuperation: Liz, Mary Glassman and Joyce visited Pat; she was seriously injured, but hopes to be back by the end of the year.

B. December 15th meeting at Arts Exclusive discussed; invitation to prospective members; plans will be finalized at November meeting.

#### 5. Other Business:

A. Simsbury Celebrates: Joyce reported on their progress and program to date; over 10,000 attendees in 2007, expect that many this year; fundraising continues; program should be finalized and printed within two weeks.

B. Town Farm Cemetery: Tourism has been contacted re a project to establish a historic marker at a site at Town Farm recognizing Simsbury residents who worked at the "Poor Farm" and were buried there; funding is needed; the Selectmen and Historical Society were also contacted. We'll check with them and discuss at November meeting.

Minutes submitted by Joyce Howard.