

SIMSBURY TOURISM COMMITTEE
'HERITAGE, CHARM, ADVENTURE'
Simsbury Visitors Center
749 Hopmeadow Street
Monday, May 16, 2016 7:00 pm

1. Called to order at 7pm In Attendance : Dominique Avery, Steve Mitchell, Paulette Clark, Joy Himmelfarb, Diane Phillips, Rick Wagner, Pat Carbone, Lori Lubetkin and Tamara Fischer from Berlin
2. Reviewed and Approved Minutes of April 18, 2016
3. Visitors Center Welcome
 - A. Lori reported on activity at the Visitor Center. We had 9 Visitors in March, 6 Visitors in and one phone call from someone moving to town and asking for information.
 - B. Lori reported \$18.48 in Petty Cash
 - C. Discussion on the future of the Visitors Center funding and on signage and the budget for purchasing. Our signage is on the list of Explorer Scout projects, but Steve agreed to take on the project which has been limping along.
4. Steve Mitchell reported on the State Tourism Conference and his arrangement for a meeting with state website coordinator Jean Hebert on May 24 at 10AM to coach town on how best to use the State Tourism Website
5. Dominique announced she would be resigning as Co- Chair of the committee and she and co-chair, Joyce Howard, have proposed Steve Mitchell as a new Chair. Discussion was followed by unanimous vote to approve Steve as the new chair. Dominique and Joyce will stay on in the new position of Co-Vice-Chairs. Dominique will continue maintaining the Facebook page.
6. Old Business and Upcoming Events
 - A. Souvenir Update – no update
 - B. Simsbury Public Library Director's Challenge. It has begun and we will support the project and publicize that event.
 - C. Innovation Fair – Rick told of the talk given by a representative of Consumer Reports on driverless cars, and their impact on public use, and those who attended felt it was a very successful event and should be expanded in the future.
 - D. Duck Race – to be held Friday May 20, The Triathlon – to be held May 22, with biking, racing and kayaking, showcasing our Farmington River- New Mexico Marathon- Dominique gave us information that it will be in Simsbury on the 6th day of a 7-day event at 6AM on Friday with more than 150 people expected .
 - E. Hudson Property Update – Will currently be used to kayaks for the Triathlon. Future use is still being determined.
 - F. McLean Post Cards/Brochures – discussion on how to collect the monies from their sale at that venue. We also discussed the sale of our coloring books and the need for a revamping of the design if we are to continue making them available for sale.
7. Other Updates

- A. Dominique announced that the Jamie McEwan Whitewater Triple Crown will now be held in July.
- B. Steve announced that the Farmington Trails in a one year period had 227,000 people come through.
- C. Dominique gave us information on the Simsbury Public Library programs coming up on June 4, and talk and hike on The Legacy of George McLean from 10AM to 1PM...and on June 11, Connecticut Open House Day, from 10AM to 2PM on Teddy Roosevelt, Gifford Pinchot and Simsbury with a performance, talk and lunch from Metro Bis and the house tour. All programs are free. Reservations are required.

8 Adjournment at 8:45PM

Minutes submitted by Pat Carbone