

SIMSBURY TOURISM COMMITTEE

“Heritage, Charm, Adventure”

SIMSBURY VISITORS CENTER

749 Hopmeadow Street

Monday, June 20, 2016 7:00PM

Attendance: Steve Mitchell, Joy Himmelfarb, Pat Carbone, Cathy Barnard, Kathy Oakes, Dominique Avery, Rick Wagner, Charmaine Seavy, Paulette Clark, Diane Phillips, Don Seaton, Bill White

1. Call to Order
2. Review and approve minutes of May 16, 2016
3. Visitor's Center Welcome and Update

Don Seaton and Bill White of LCR Productions presented their State Tourism Video showing East Coast Bile Trails, the Greenway and geared to creating enjoyment of the beauty of scenery of our State. The video stressed the many parking lot locations for the convenience of our residents, visitors and tourists. An event will be held this weekend which will also encourage e bike-friendly sponsors.

Steve discussed his goals as related to the Governor's Conference and wants our committee to be relevant. He voiced the pride we have in having 500 parking lots on Iron Horse Blvd. our Free Bike Program, our many cultural events, restaurants, and the many reasons to be proud of Simsbury.

 - A. Steve relayed Lori's report on the Visitor's Center. We had 7 visitors in May, one phone call from Florida and \$18.48 in petty cash.
 - B. Dominique reports on Connecticut Open House Day on June11, from 12 to 4PM. There was one visitor from Florida, but it rained heavily which affected attendance.
 - C. Steve reported that he is working with Signs Plus on the Signage for the Visitor's Center and will report his findings.
4. Steve reported on a State Tourism Website at a Bed and Breakfast in Haddam and update on the State Tourism Conference.

Jean Hebert came to Town Hall and gave tips on using our Tourism website more efficiently. Stephanie will be the liaison for information on future events.

Steve addressed meeting locations for the balance of 2016. Mitchell Auto Group Dodge will be the meeting place for August. Pat and Cathy will assist with future locations to be resolved at the August meeting.
5. Old Business and Upcoming Events
 - A. Kathy reported that she is working on Souvenir updates, and is also working on updating the Town of Simsbury logo on the website, to make it stand out and be more visual.

- B. Dominique reported that the Simsbury Public Library Director's Challenge is in progress, offering ways for residents, tourists and visitors a fun way to visit our local attractions, and return the completed form to the Library, showing all the sites they have seen and enjoyed.
- C. There are no definitive results on the Hudson House, to date.
- D. The Farmer's Market has been cancelled, with the hope that it can once again give us pleasure next year.
- E. The Taste of Simsbury is scheduled for August 25.

6. Quick Updates

- A. Septemberfest scheduled for September 9th and 10th, Jamie McEwan Whitewater Triple Crown in July, Chili Fest will be October 29th. No other current updates at this time.

- B. Communications

Dominique is handling Facebook and has reported growing activity and interest

Adjournment at 8:00PM

Submitted by Pat Carbone