

SIMSBURY TOURISM COMMITTEE
“Heritage, Charm, Adventure”
Highcroft Community Room
Monday, April 17, 2017 7:00 pm

Attendance: Dominique Avery, Joe Buda, Cathy Barnard, Pat Carbone, Paulette Clark, Joyce Howard, Mike Long, Jan Losee, Lori Lubetkin and Kathy Oakes

1. **Call to Order** by Chair Joe Buda at 7:05pm.
2. **Minutes** of March 20, 2017 were reviewed and approved
3. **Visitors Center Report:** Finance Dir. Sean Kimball says we have \$245 remaining in our budget that must be used by June 30th. Discussion followed on our most pressing needs and it was suggested the fastest, cheapest and easiest thing would be to use it for a bookmark. Next year we'll receive \$500. Dominique updated the committee on a joint letter we sent to the BOF and BOS with the Chamber expressing our support for the town's continued \$5,000 funding for our space in the Chamber. Dominique reviewed the history of Visitors Center for new members and how it came to be at the Chamber of Commerce. Dominique reported on the town's cancellation of the Cell Phone Tour due to cost and low use. A discussion followed the cell phone benefits and on how to find a cheaper service possibly using QR codes.
4. **Old Business & Updates:**
 - A. **SHS June 3rd Garden Party** Joe reported it will feature music, artists, writers, the garden, floral carpet displays, a Faerie Garden, the town/state poet laureate, face paintings, a silent auction, gardening vendors, and food trucks. He also reminded us of the second annual **Flea Market & Smorgasbord** will be held at the Meadows on April 29th.
 - B. Dominique gave an overview of Simsbury's participation in the **June 10th CT Open House Day** which includes a Library program on town participation in the Revolutionary War, a box lunch at SHS, a self-guided tour of the cemetery and a participation skit at SHS. The Committee has organized other locations included the Free Library which will be open all day, as will the Visitors Center (Pat, Paulette, Lori and Dominique will staff). We'll promote the cell phone tour with special attention to the stables at the redstone courtyard and the Darling House where two businesses will offer tours. The flower bridge will NOT participate because they have two weddings.

C. Joe gave a brief overview of the **FVVA Bus Tour on May 7th** which will start and end Simsbury and feature Simsbury prominently. It's called The Farmington River: Currents Through Time.

D Jan reported that the next meeting will be be May 15th at Bill Selig's Studio & Gallery and at the Simsbury Inn on June 19

E. Joe reviewed his new system of Committee Working Teams and discussion followed which included some personnel changes and discussion of the team organizations. It was agreed we'd firm things up in May. One of the working groups will be Special Projects

5. **New Business: Possibility of Simsbury becoming a Tourist Hub** for Aer Lingus at Bradley Airport. Joe , Mike Long and Jan will be on the Special Projects committee and will begin exploring the possibility of Simsbury as a hub for not just Irish visitors but other foreigners too. There was a general wide-ranging discussion of the state's budget situation and how lack of spending hurts tourism. There was also discussion about how many committee members can be part of sub-committee meetings and whether those meeting need to be noticed.

6. QUICK updates: tabled due to a time.

7. Cathy moved ADJOURNMENT AT 8:55pm Mike seconded it.

Next Meeting **Monday**, May 15 17, 7:00pm, at Bill Selig Studio & Gallery