

SIMSBURY TOURISM COMMITTEE
"Heritage, Charm, Adventure"
Simsbury Public Library
Tuesday, January 19, 2016 6:30pm

Attending; Dominique Avery, Diane Phillips, Charmaine Seavy, Rick Wagner, Steve Mitchell, Paulette Clark, Cathy Barnard, Lisa Karim and Susan Ray

1. Dominique Avery called meeting to order at 6:45 pm
2. Minutes of 11-16-15 meeting were approved
3. Simsbury Library Director Lisa Karim and Susan Ray presented their proposal and flyer for an "Explore Simsbury, Director's Challenge, May 1 – Aug. 31st". Simsbury Tourism Committee agreed to help and partner with the Library. Ideas on how to make the brochure more complete and what locations to use were discussed.
4. Dominique Avery gave the Simsbury Visitor Center Update from Lori Lubetkin. There was discussion about the urgent need for a sign with a place to have brochures outside directing people to our exact location. Cathy Barnard agreed to approach Tara Willerup at the Simsbury Free Library about possibilities of an arrow sign. Discussion of having an Explorer Scout make the sign, great idea but no Scout volunteer yet. Tourism Committee decided to not pursue Simsbury Tourism T Shirts. Committee decided to approve selling Bridge of Flower notecards if Lori has the time to take in the money and keep track of sales.
5. Dominique reported that the Board of Selectmen Tourism Liaison is now Elaine Lang. Dominique reported that she presented to the budget to EDC which approved the request. It now goes to the town. Town cancelled the Valentine's Day promotion. Dominique mentioned the idea of getting Simsbury on Hartford African American Heritage trail or CT Freedom Trail. There is a meeting 1-20-16 on Simsbury Celebrates to drum up volunteers and changes coming in 2016.
6. In other updates, Kathy Oakes is having a meeting at Red Stone Pub with entrepreneurs and store owners on efforts to increase Simsbury souvenirs. Dominique reported on the new Simsbury Tourism page on the new town web site. Diane Phillips keeps the brochures up to take in various locations. Cell phone tour recording is being updated with Lisa Heavner. Dominique reviewed the dates for various town events that are upcoming. And reported that Facebook continues to get good viewings and engagement.
7. At the request of the committee, it was agreed to start the meetings at 7pm for through June months and distributed meeting locations. Steve Mitchel gave an update on the bike progress. The next meeting will be **Tues.** Feb.16 at the Simsbury Town Hall Board of Ed Meeting Room and will focus on committee goals and objectives.
8. Meeting adjourned at 7:40pm. Submitted by Charmaine Seavy