

## **4 TOWN REGIONAL ECONOMIC VITALITY PLAN**

### **STEERING COMMITTEE MEETING**

#### **AGENDA**

**SEPTEMBER 22, 2022, 2PM-3PM**

**VIA ZOOM**

**Join Zoom Meeting:**

**<https://us02web.zoom.us/j/83923594179?pwd=R250TnJkeERnNUh0UEhFc01HSkxwQT09>**

**Meeting ID: 839 2359 4179 - Passcode: 399873**

**Call in:**

**1 929 205 6099 - Meeting ID: 839 2359 4179 - Passcode: 399873**

**Welcome!**

- Welcome to UConn Masters of Public Administration intern Josh Hull
- Marketing Update - (Logos, brands, and taglines update)
- Tolland County Chamber of Commerce workshops
- 4 Town Talk- Other Town news that relates to 4 Town mission
- Eastern CT Workforce - possible presentation at October Steering Committee meeting/other partners for future meetings

**Next meeting date, time, agenda items**

**Adjournment**

**4 TOWN REGIONAL ECONOMIC VITALITY PLAN  
STEERING COMMITTEE MEETING  
MEETING NOTES  
September 22, 2022, 2PM-3PM**

Welcome!

- Welcome to UConn Masters of Public Administration intern Josh Hull
  - Introduced himself, and talked about the projects that he has been working on: CT trail finder information, found out information concerning the potential agriculture committee, and updating the town websites to include 4 town information.
- Marketing Update - (Logos, brands, and taglines update)
  - DKA information, and background. Previously worked with Mansfield on a few projects and showed the three-finalist logos. Goal is to have a logo that can be used on tee-shirts and can easily show who the 4 towns are. Colors are supposed to represent the countryside such as the use of greens, brown, and blue. Talked about the next step being the survey that will be released to the public next week for a two-week survey to collect the public's preference of the three. By having a survey, the hope is to also spread the message on what the 4-town is and who they are. Goal is to have the survey done by Oct 11, 2022. Missy asked about spreading the word through the chamber of commerce, and Eric said that would be great. Next meeting will have Todd to help explain the results and hope to choose the logo at the next steering committee. Missy likes the third logo, and the script was great. Stephanie agreed, as well as Tim. James really like the second, says that it is classier. Missy thought that the second was more seafaring and could through some people off. Barbara talked about changing the blue lettering on the third logo to green to help convey the country feel. Stephanie brought up that the second logo is a little busy with the words and the hiker back drop. Eric mentioned how the first one looks like a patch and could be put on hats or shirts. Tim brought up that we could use multiple logos like some companies, using one logo as a letter head and another as signs. Potentially using both the first and third logos since they are similar. Maybe changing the trees and elements in the first logo to match the season to be creative. Cynthia brought up that we should also remember that this plan is also about maintaining and growing business, not just about tourism. Tim mentioned that the third logo language could be changed for businesses and could be changed depending on audience.
- Tolland County Chamber of Commerce workshops
  - Tim said that the Chamber had a few workshops throughout the summer. Multiple people are asking about the next one. Many businesses thought it was extremely helpful. One client, a lawyer, had instant result on the lessons from the workshop.
- 4 Town Talk- Other Town news that relates to 4 Town mission
  - Cynthia – 19<sup>th</sup> celebrate Mansfield will be held this Saturday. There will be food and entertainment, everyone is welcome. Biggest event of the year. Potential for an arts fair this Spring.
  - David-celebrate Tolland was two weeks ago and was successful. Harvest fest is coming up and there will be a beer truck. Ordinances were revised to promote agriculture in the town. Both events are being organized by the town. A new organization has been created and wants to come to Tolland and that is going to the zoning board.
  - Bolton- Trick and trick is coming up in October, there will be face painting, movies, etc. The rec department is trying to get winter fair back up in running in December. Right now there is only two vendors but we need around 25 vendors. Heritage farm will be holding

farm day. There will be cider, the fire marshal will be holding information on fire safety, from 3-6 and will be small. First event at the farm in a number of years due to the pandemic. Steve grant award has been given to the town, 500,000 dollars for a septic system will be put in near the farm. This will lead to restrooms at the farm, it will improve buildings and see potential development in the area. This is part of the heritage farm master plan and is a key project for the implementation of the plan.

- Chambers- Annual meeting coming up next month and will be at the lodge in Tolland on October 26. An after-business event will be held next month as well.
- Coventry- Christmas event is happening at the same time as Bolton so issue. Maybe we should have a website that would allow no conflict between the towns. Chili fest is on October 22. We still need ten more chiefs for the competition. Potential for this regional calendar being sent to the town websites and maybe CT Visit. Arts on Main was held last week, thankfully we had a late summer weather. First one in a few years, and went very well. There were food trucks, face painting, entertainment, etc. Tricker treat is being held in October and then Christmas in the village in December.
- Eastern CT Workforce - possible presentation at October Steering Committee meeting/other partners for future meetings
  - We got some names and numbers about bring them on. Eric wanted to bring them on in November rather than October, due to better timing.

Next meeting date, time, agenda items

- Next meeting is on October 19

Adjournment