



CONNECTICUT'S COUNTRYSIDE

STEERING COMMITTEE

MEETING AGENDA

April 19, 2023, 2PM-3PM

Welcome!

- DKA Marketing Brochure & Video production
- Regional Committees update: Agriculture, Recreation, Arts and Culture
- Earth Day 2023 update
- Community Arts Awards – Coventry, Mansfield
- Nichols College – web development update
- Citizen's Institute on Rural Design – grant opportunity considered
- Update - 4 town intern - Josh Hull
- Windham Chamber update
- 4 Town Talk

Next Meeting date, time, agenda items

- May 17th at 2 p.m. via Zoom

Adjournment

Welcome!

DKA Marketing Grant

- Marketing Brochure
 - Coventry has created an IPO, just waiting for the approval. Once approved CCM will be producing the brochures, Josh quickly gave a quick update saying that only one business in the local region having CTM. The rest of the locations on the list should be good to go.
- Video
 - The project is currently underway, the money needs to be spent by June 30th.

Regional Committee update

- Josh gave an update on the Arts Committee and the Regional Agriculture committee. The agriculture committee will be meeting on May 11th from 5:30 to 6:30 pm. There have been 9 people who confirmed that they are interested in serving. The goal is for them to meet quarterly and have a member of the committee attend the steering committee. As for the Arts committee, they will be holding their first meeting on June 8th from 5 to 6pm. There are six people who have confirmed that they want to participate, and the goal is to have this be a quarterly meeting as well.
- Stephennie and Josh also discussed the Park and Recreation Directors. On March 27th the Park and Recreation Directors of the 4-towns met and discussed opportunities to get involved with Connecticut's Countryside. There was talk about a regional calendar as well as areas for cross marketing of events. Since the Park and Recreation Directors already know one another, they will meet periodically to discuss ways of further collaboration.

Earth Day 2023

- Coventry 11-2 at Creaser Park there will be seed planting activity, guided hikes, tree planting ceremony with the tree warden and the boy scouts. Coventry will also be holding adopt a road sign up, this will be a program for people to clean up the road throughout the summer
- Bolton: Fairy Box building at Freja Park, Bike Ride at the Hop River Trail (free ice cream for the first fifty register), the library will also be holding a series of book readings.
- Mansfield: there will be parking lot Picassos, guided hikes, and several activity booths at the Mansfield Community Center. At night there will be meteor shower showing at 10 pm to 11 pm

Nichols College

- Tim was unable to join today, Eric took over for this section. The Core-5 attended the class a few weeks ago, and

Citizen's Institute of Rural Design

- Connecticut's Countryside decided not to apply for the Citizen's Institute Program Grant. The time was too small to create an adequate application, since the applications are due on April 21st. This grant would have had a team of planners to come in and create a plan to address a pressing issue for a rural community. However, since Connecticut's Countryside is made up of four rural communities, finding an issue that would impact all four of us would be difficult. As such Connecticut's Countryside will not be applying this year for the Citizen's Institute of Rural Design.

Chamber Update

- Veteran and foundation center (located in Willimantic)
 - It is meant to help veterans dealing with Agent Orange. This will provide compensation and VA coverage, which will impact on the 4 towns. The 4-towns have a lot of veterans living here, so it impacts a large portion of our communities. Each town has a community representative; the towns will need to coordinate with these representatives to ensure veterans are aware of local services.
 - Towns can work with the Windham Chamber of Commerce and the veteran foundation center to help educate our veterans on their options and services. While Willimantic is not part of Connecticut's Countryside, the Windham Chamber of Commerce is a regional organization and works with all four of the towns.
 - If anyone has any questions, please ask.
 - Eric asked if there is a link on the information
 - Diane says there is and will provide the information to the towns, which then can be placed on the town's websites

Community Arts Award

- The towns of Mansfield and Coventry have been awarded the community arts award. These two towns have used ARPA funding to help support the local arts community and ensure they were able to survive the pandemic.

Josh's update

- Josh gave a quick update on the Business Visitation. Connecticut's Countryside will start visiting businesses in the region to connect with business owners and understand their needs. The goal is to create mutually beneficial partnerships with the local business community. Josh has already drafted proposed questions for staff to ask as these trips begin.
- Patrice mentioned that we can partner with the Chambers and get them involved with the Connecticut's Countryside

4 Town Talk

- Tolland: Launching the farmer's market on the green on the second Sunday in May. The goal is to have it occur on 11-1 time; this is a new farmer's market. Besides that, prepping with the Memorial Day parade. Semi Pro Football game will be held on Saturday at the Tolland High School, so please attend if you want to see a football game.
- Bolton: Townwide tag sale on the first Saturday in May, Coventry is also holding the Tag sale on the same day. We have advertised in the JI, the Courant, and the Chronicle. Will also start providing a summer concert, so stay tuned. We will also hold a Memorial Day period, though we do not have the entire information on that.
- Mansfield: Memorial Day parade will be held as well. We will be holding a summer stroll soon, which will have games and tours of the local area. A few weeks ago, closed the public period request for public art. Will also have summer concerts over the summer as well.
- Coventry: Farmer's market in the first Sunday on June 20th anniversary. Unfortunately, we did not get a trail grant, thankfully there is another grant opportunity. Arts on Main planning has started and will be held in September.