



**CONNECTICUT'S COUNTRYSIDE
STEERING COMMITTEE MEETING
MEETING AGENDA
December 14, 2022, 2PM-3PM**

Welcome!

- Brochure and Marketing plan update
- Update - 4 town intern - Josh Hull
- Summit 2023 update
- Earth Day update
- Nichol's College marketing project
- Upcoming Municipal budget considerations
- 4 Town Talk

Next Meeting date, time, agenda items

Adjournment

Welcome!

- Brochure and Marketing plan update
 - Marketing plan has been released
 - They are still working on trifold brochure which hopefully will be done in the coming months
 - Hoping to unveil the brochure at the January Summit
 - Goal is to have this brochure on the town websites under the four town pages
 - Share with other partners and have it on their websites and businesses
- Update - 4 town intern - Josh Hull
 - Josh has been creating mini brochures for the region to complement the one that is being created by DKA.
 - These mini brochures will have information on the different themes of the plan
 - Josh has also been looking at different grant opportunities that Connecticut's Countryside could potentially apply for to help fund different initiatives
 - He has created a list of six potential grants that could be applied for in the coming years
- Summit 2023 update
 - January 30, 2023
 - Patriots Park lodge at 7 p.m.
 - Already have 18 people that confirm that they will be going
 - Will be sending more reminders after the holidays
 - A list of those that have confirmed will be released to the towns so that way we know who to talk to remind
 - Some new faces will be there
 - Could have someone take notes and potentially something from the Chronical to help get the information out
 - We do not have a snow date as of yet, but if there is an issue we will discuss at a future date
 - Worst case situation is to have the summit on the Tuesday after the date
 - We need to talk about engage
 - This could help get people involved in having them volunteer for the different committees that we hope to set up
 - Agriculture committee
 - Art committee
 - Potential calendar committee
- Earth Day update

- We began with a big push and have kind of fizzled
- Day will be April 22, 2023
 - Bolton
 - Fairy boxes
 - Bike walk Bolton run
 - Tolland
 - Trail cleans up
 - Coventry
 - Adopt a road program
 - Guided walks
 - Mansfield
 - Will have a meeting to discuss on January 12, to discuss
- Potentially having businesses get involved
 - Alltown Fresh in Bolton
 - Georginia's
 - Fish Family Farm
- Need to discuss Safety factor
 - Traffic controls
- Nicole's College marketing project
 - Last week, a freshmen marketing class helped come up with suggestions in our marketing plan
 - They went over sections 14 and 15 in the recommendations
 - Influencers and travel destination websites
 - The students looked at a number of different websites and influencers
 - These were saved
 - TikTok social media influencers
 - If we can bring these UConn influencers to the four-town region
 - Could talk to New London and Norwich have used influencers so we could talk to them
 - Jim also mentioned that his class could help create the website next semester.
 - This class is a one credit class, and is focused on website design and creation
 - This would help get a website up and running for low cost, only cost would have to be maintains of the website
- Upcoming Municipal budge considerations
 - Four towns together working allows us to pull resources from the different towns without straining any of them
 - Many of our projects require funding

- Had a meeting with town administrators to discuss funding sources
 - Small incremental investments
- A draft memo has been made
- Wanted to share with the committee
 - Year 1
 - Creation of a website
 - Pros
 - We would own it
 - Could have a drop off on the different town websites
 - Cons
 - Starting over
 - Looking at social media components as well
 - Twitter
 - Facebook
 - TikTok
 - Online interactive map
 - Showing different businesses
 - Different cultural assets
 - Agriculture
 - Could be on the website
 - Maybe could be on a smart phone app
 - Event funding
 - Year next few years
- Grants
 - Eastern Regional Tourism District
 - Good to Great
 - 500,000 Dollars
 - Nonprofit would have to apply
 - Used for tourism, arts, and culture
- 4 Town Talk
 - Unable to have a discussion of 4 town talk, will discuss at the next steering committee meeting in January

Next Meeting date, time, agenda items

- January 18, 2023 would be the next meeting date for the steering committee

Adjournment