



CONNECTICUT'S COUNTRYSIDE
STEERING COMMITTEE MEETING
MEETING AGENDA

January 18, 2023, 2PM-3PM

Welcome!

- Brochure and Marketing plan update - DKA
- Update - 4 town intern - Josh Hull
- Meeting dates for 2023
- Summit 2023 update
- Earth Day 2023 update
- Nichols College marketing and website development project
- Upcoming Municipal budget considerations
- 4 Town Talk

Next Meeting date, time, agenda items

Adjournment

Welcome!

- Brochure and Marketing plan update – DKA
 - Marketing plan has been finalized and has been adopted. It will serve as one of our main objective lists, and will follow the different items that are mentioned by DKA. DKA is creating a trifold brochure for the region, all four towns have submitted events, just waiting on photos from Bolton. Once we have all photos, we will share the first draft once it is released to the committee.
- Update - 4 town intern - Josh Hull
 - UConn has started to look through all of the trail information sent over for CT Trail Finder. Tolland should be the first town to have files to be put up, followed by Bolton, and then Coventry. Josh has started to collect photos for the regional website.
- Meeting dates for 2023
 - Our goal is to get people more involved with Connecticut's Countryside and having a set meeting time every month. Having a set time will allow people from the public to join in. Having the third Wednesday at 2 will be the set time. This would only change if there is a holiday or special circumstances.
- Summit 2023 update
 - A second reminder has been sent out, and a presentation is being finalized. A third reminder will be sent out in the next two weeks. One member of the committee had a question concerning who will be invited to this summit and Josh responded that members of the different communities and governments have been invited. The goal is to provide an update and to see if we can get more people involved such as joining committees and provide information on what is happening. Cynthia said that we can send invites to people that committee members think should be included in the summit.
 - The format of the summit will be a presentation going over the different themes and objectives of Connecticut's Countryside. Afterwards we will be holding breakout sessions which will seek the invitees' input on what projects should be prioritized. This will also allow invitees to raise new tasks or ideas that either the steering

committee or staff have not thought of. Richard asked if there will be a zoom option for the summit and due to how the summit will be run it would be difficult. The summit will be recorded for people who are unable to attend.

- Earth Day 2023 update
 - Bike walk Bolton had their first planning event last Thursday. They will have a bike run going to either Georginia's or to Fish Family Farm or both. Coventry had a meeting two weeks ago to narrow down some ideas. Mansfield and Tolland will need to be discussed in the coming weeks.
- Nichols College marketing and website development project
 - Yesterday was the first day of class, it is a one credit class which meets once a week. It has 25 students, and they will help create the regional website. They were given the project yesterday and will require representatives from the committee to come to class to discuss what exactly we want in the website. Tim had shared the websites that we want to model after, in the coming weeks he will need content information such as pictures and different information.
- Upcoming Municipal budge considerations
 - We have sent over our first budget request a week ago and have now sent over a revised budget memo to the towns this afternoon. Goal is start implementing more of the projects, and this will require additional resources from the towns. Josh went over the changes from the revised memo, such as line-item costs. In the previous memo we included website development, this is no longer needed due to Nichols college having volunteered to build the website.
 - We reminded the committee that the prices in the memo are corporate prices so these are higher than what we can expect to spend. Tim mentioned that the website development, maintenance will require one to two hours a week to update the website.
 - We choose these projects based off priority projects listed under both the four-town plan and the marketing plan. Amanda asked whether Coventry will serve as the point person as before. Eric said that is the goal, that Coventry would handle the overall fund. Jim asked whether we create a fund in Coventry or will each town be

billed based off the items. Eric said that having a fund is preferable since it can be used in future years if there is left over funds if projects are under budget.

- The committee suggested that staff should keep a list of accomplishments to help show the different towns what has been happening at Connecticut's Countryside. This is an evolving project that changes and projects will be completed and new one's will be added over time. Having a list can show the different towns why we should be funded.
- 4 Town Talk
 - Bolton: Broke ground on a sidewalk path which will run from the elementary school to the high school. Recreation is planning events for the spring. Bolton is focused on the budget as of right now
 - Tolland: Revising winery regulations to allow farms to expand their operations. Still talking about multifamily housing regulations in the town, thinking about hiring a consultant to help study and recommend. Still working on revising signage regulations for the town as well.
 - Mansfield: Taste of Mansfield will have their second competition this spring. Last year we had three awards. Second year of taste with town with our partner with Windham.
 - Chamber: Ribbon cutting in Coventry on 1155 Main Street Scrub Scraps (Box Place) on the first of February. We are having a networking event in South Windsor on the Second at the Cambria hotel at five. Holding a legislative breakfast at Goodwin university. Just had an event at Alltown fresh, coffee was great. The owners are thrilled to be in Bolton. Alltown fresh will be doing catering and food kit options soon.
 - Coventry: Tonight, Richard Wright will be given an award in Hartford for his contributions to the art community and only 8 people in the state have been given the award. Richard thanked Eric for mentioning it and said that he is humbled and honored for the award. Hop river trail alliance is moving forward, the towns have agreed to create a 501(c)3 organization. They will be applying for a grant to help fund different projects concerning the trail. Planning

our 20th year of the farmer's market, we are reaching out to several partners. Nathan Hale greenway trails project is moving forward, right now working on connecting the trail to the town of Andover.

- UConn: Just extremely busy, Cara mentioned that she is a hiker. She mentioned that potentially tapping into the different hiking groups to get people to visit the region.

Next Meeting date, time, agenda items

- Wednesday, February 15 at 2 p.m. will be the next time the committee meets.

Adjournment