



**CONNECTICUT'S COUNTRYSIDE  
STEERING COMMITTEE MEETING  
MEETING AGENDA  
November 16, 2022, 2PM-3PM**

Welcome!

- Logo and Marketing Plan Update
- Update – 4 Town MPA intern – Josh Hull
- Earth Day Planning
- Summit-2023 planning
- 4 Town Talk – Other Town news that relates to 4 town mission

Next Meeting date, time, agenda items

Adjournment

Welcome!

- Logo and Marketing Plan Update
  - At the last meeting, we adopted Connecticut's Countryside as our name and logo
    - DKA work will continue for the next couple of weeks
  - DKA has sent over the marketing plan and logos a few weeks ago
    - The plan has a number of different strategies as well as a timeline of how to implement the marketing plan
      - Includes the price tag for the different items
      - The goal is to add, not change or replace preexisting brands
        - Such as Downtown Partnership in Mansfield
      - The plan outlines the different items by the years
        - First year would be focused on public facing elements
          - This way the public gets used to the name change and the brand
          - A website has been highly recommended by DKA and should be implemented relatively soon
            - The website would help collect data on who is interested in the 4 towns
            - Would include items such as a community calendar as well as information on the different committees
          - Social Media is another item that is highlighted; Twitter, Facebook, etc.
      - The price ranges with small budget items, to larger ones
  - Opened to members of the committee for response
    - Tim says that this is pricier than what it would actually cost
      - These are agency numbers, if we tape into the universities, we can cut the costs substantially
      - We could also cut costs by having volunteers or using current staff
      - He also said that the strategy and items are solid
      - However, there was concerned with outside, physical advertisements
        - Eric responded that there would be banners and other public facing elements that the towns will implement
    - Nancy suggested using visit CT, due to it is free
    - Wendy said that there is a wide range of grants that will be available next month
      - Patrice had a question of whether it is a match grant, and these are matched grants, so this would cost some money on the towns' end.
  - We will have a meeting with DKA to give final approval of the marketing plan
    - He could also answer questions that the committee might be concerned about
- Update – 4 Town MPA intern – Josh Hull
  - Talked about the current CT Trail finder standpoint

- Tolland and Bolton's information has been sent over to CRCOG. They will then forward the applications over to UConn. With Mansfield already completed, the final town that has to be done is Coventry. Will talk to Ryan Faulkner at CRCOG to have the shape files sent over to the towns. This way if there are other organizations that highlight trails, the towns will already have the information on file.
  - Talked about a regional arts committee
    - A regional arts committee would serve the region and help the arts community. They would organize new events such as plays, music performances, art shows, and more.
- **Earth Day Planning**
  - This would be our first event for Connecticut's countryside
  - Looking to incorporate the following
    - The different universities (UConn & Eastern)
    - Getting the local public schools
    - Having trail walks and cleanups
    - Working with local businesses
      - Restaurants
      - Nurseries
      - Other businesses
  - We are going this on Earth Day on Saturday
    - Bolton
      - Talked with the Chairman of the conservation commission
      - Talked with members of Bike Walk Bolton
      - Will have a meeting with the President of Bolton's land trust after Thanksgiving
      - Bolton has a list of potential activities created and will be narrowed down
    - Coventry
      - Has started to reach out to other stakeholders such as baseball league
- **Summit-2023 planning**
  - Currently planning another 4-town summit
    - Similar to the original summit that created the plan back in 2019
    - Goal is to bring these people back, as well as reaching out to new people
  - This will be used to create committees
    - Hope is to recreate the calendar committee
    - Get people to staff a potential regional agriculture committee
    - Get people to staff a potential regional arts committee
  - Josh has drafted an invitation
    - It will take place at Patriot's Park lodge on the fifth Monday of January
  - The summit will be used to also launch the brand as well
  - Further discuss the time of the summit
    - Suggested to have the summit at 7 pm, though we will discuss at greater length
- **4 Town Talk – Other Town news that relates to 4 town mission**

- Wendy (Cultural Coalition)
  - Had a great meeting in Mansfield
    - Had a great turnout for the arts
    - Goal is to help coordinate resources for the different towns
  - Holding an event called thrive
    - Last time was before the pandemic
    - It will last a whole day and will be a networking event
      - Partnering with the Pequot tribe
      - Will take place at the museum
    - Will include people from across Eastern Connecticut
      - Will highlight economic development throughout this side of the state
      - Goal is to bring the Northeast and the Southeast communities together
      - More information can be found at Cultural Coalition
- Mansfield
  - Cynthia
    - Quick introductions of Ann, a new member of the arts advisory committee
      - Goal is to get the arts advisory committee involved more
        - They have been given money to have a fair as well as coordinate other potential events
    - Winter welcome at 4-6:30 on December 3 in Downtown Storrs
      - Tree lighting
- Bolton
  - Stephennie
    - Bolton rec department will have Saturday December 3, 9-3 winter event
      - Idea is to have someone from the 4 towns to have a booth from the event
      - Vendors come from all over the state and could be a promotional event for the 4 town
  - Patrice
    - Bolton will have an archeological dig at the heritage farm
      - Will see members of the French government as well as the United States
      - Excavate the encampment
- Tolland
  - David
    - Agricultural committee is trying to move Tolland's farmer's market to the Tolland town green
    - Currently revising the signage regulations
    - We do not have a lot of events in the coming weeks
      - Nothing exciting at least
- Coventry
  - Eric

- Had arts on Main, had our Halloween event and next we will have our Christmas village on December 4
- Working with the economic development commission
  - They conducted visitations with business owners
  - Goal is to find out what they need to thrive
  - The findings will be discussed at the next economic development commission
- Had a sight visit to the anaerobic digestive farm
  - Goal is to remove waste
  - Would create power
  - Goal is to make the farms more environmentally friendly
- Summer market has been closed and will be moving towards the Winter market

#### Next Meeting date, time, agenda items

- Possible meeting at December 14 at 2 pm
  - Will need to have a meeting with the town managers to discuss budget

#### Adjournment

- Adjourned at 3 pm