

4 TOWN REGIONAL ECONOMIC VITALITY PLAN

STEERING COMMITTEE MEETING

MEETING NOTES

October 19, 2022

Welcome!

- Welcome to DKA
- Logo and branding discussion, final approval, next steps
 - Todd and Cathy are part of DKA, and they were contracted to create the branding for the 4 towns.
 - Todd and Cathy did a presentation and showing the report about the four towns branding initiative. Gave a timeline of events such as meetings with the towns and the development of the logo.
 - At the first meeting, general goals were listed for DKA: increased visitation of the 4 towns, increase marketing for the region, etc. Audiences for the branding is those that live within an hour driving distance and for those that are heading to the state universities.
 - Also went over the destination assets: outdoor recreation, agriculture and Agri-tourism, higher education, small business, and entertainment
 - Building item lists: Farmers, businesses, etc.
 - Conducted research in the process
 - Gather information from the residents of the communities and businesses
 - Survey conducted through Survey Monkey
 - QR code
 - Information sent through the towns
 - Open for two whole weeks 9/26-10/10
 - Got 722 respondents, which is at 96% reliability
 - The survey had an introduction and a link to the action plan
 - Had the three-finalist logos
 - Went over the different logos and the taglines
 - People ranked the logos, 1 being favorite and 3 was the lowest
 - People had the option at the end of the survey to leave comments

- The survey results were in favoring of the Connecticut Countryside logo
 - Had 56% of first place results
 - Weighted at 2.39 score, the rest were in the mid 1's
 - Comments were left by 150 surveys
 - Most were supportive
- Open to questions from members of the committee
 - Mansfield town manager mentioned the tagline and whether it can be changed
 - Todd mentioned that this tagline is preferred since it is balanced and does not weigh too much to one side
 - Todd did mention that some parts can be left out and be changed a bit, but overall stay with the original logo
 - Cynthia went deeper into the potential changes for the season, such as a winter one, spring, etc.
 - Eric went over how a majority of people supported the idea of the 4 towns
 - Todd said that he would send the materials out that was shared today
 - One question was about trademarking and how-to put-on hats
 - Todd said that he would send that out as well, and the dos and don'ts
- Next step in the process, adopting whether we want this logo or not
 - Asked for raising hands and the majority agreed to adopt the logo
- Next
 - Todd said that the art work will be done soon, and the marketing plan will be completed in a few months
 - The plan will be scale and will be a step-by-step process for the towns
 - Talked about the rack brochure and lists short
 - Will rely on past clients
 - General path forward will be shown in the plan
- Questions
 - Information can be shared with members of the public
 - Potential soft display of the brand

- Then a grand unveiling of the brand letter on
- Update – 4 Town MPA intern – Josh Hull
 - Update on the tasks that are being done
 - Agriculture commission outline has been created and is ready for comment/review from the Core-4
 - This outline includes responsibilities, an example of an equipment sharing program, how the committee would be set up.
 - Outline also includes links to grants that are open from both the state and federal agriculture departments
 - Continuation of the work being done on CT trail finder
 - Ryan at CRCOG will be working with Josh with GIS and help send all the information over to UConn
 - Two proposed events have been discussed, as well as an outline concerning a potential Earth Day and a 4 town Summit taking place
 - Eric mentioned potential work sharing with Coventry's MPA Student Alex
 - Alex has been working on a business list for Coventry and potential coordination between the interns on this would be great
 - Arts inventory should be started soon
 - Wendy said that she can help with that
- 4 Town Talk – Other Town news that relates to 4 town mission
 - Moved to the next meeting
- Eastern CT Workforce Update – Possible Presentation in November
 - Hoping to connect with the CT workforce in November
 - Is part of the plan

Next Meeting date, time, agenda items

- Potential meeting to be held the 16th of November

Adjournment