

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
  - Georgia'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