



## CONNECTICUT'S COUNTRYSIDE

### STEERING COMMITTEE

### MEETING NOTES

JULY 12, 2023, 2PM-3PM

Welcome!

- DKA Marketing Brochure & Video production
  - Josh looked into some options for brochure distribution, identified local truck stops and other places within the 4 towns but not I-84 as that is very costly. Brochures are at Coventry Town Hall for pickup
  - We have identified the who/what/where for the videos. One video will be developed for each category with one narrator from each town. Filming is to take place in August. Eric summarized the list of filming locations. We have expended the funds and are working on final report preparations to support the grant requirements.
  
- Regional Committees update: Agriculture, Recreation, Arts and Culture
  - Arts had first meeting – identified needs to keep up a regional calendar and further identifying stakeholders.
  - Ag and Recreation did not have a meeting last month but will continue to meet roughly quarterly.
  
- Nichols College – web development update
  - Tim provided an overview of the website development to date and discussed future calendar integration and ways to collaborate with stakeholders in the process. Modeled after the Mystic website
  
- CT's Countryside – business education and networking forum

- Looking at end of October (perhaps 10/26 at 6 PM) for rollout for first business education forum. Brenda offered to do a how to on CTVisit, Tim offered to do one on AI, and then we would reach out to a local financial entity to talk about business education. Working on tracking down a venue.
- Budget funds availability – target goals for 2023/2024
  - All four towns budgets approved, looking at ways to support/market the CT Countryside effort with those monies. Tolland EDC has \$3000 that can be used for this if they so vote, Bolton has \$2000, Mansfield has \$5000, Coventry has \$5000. We will need to identify some metrics that we can use to show success in order to be successful in continuing to secure budget funds – both testimonials and counter statistics.
- 4 Town Talk
  - Bolton: Summer concert series – concerts throughout August and early September
  - Tolland: Starbucks in approval process along with another gas station/convenience store. Farmers market has been successful
  - Tolland Chamber – Send events to them, they are coordinating/advertising events
  - Windham Chamber – Let them know if they have any events and they will add to regional calendar. Visit spooktober.org for info on stuff in October and the new Walktober/Spooktober effort.
  - Mansfield: Concert series continuing, August movie series starts 8/4, PZC is holding public hearing on 8/7 for a 6 month moratorium on multi-family housing in certain zones
  - Nancy: LEGO night with Brick by Brick, bonsai bar to learn about bonsai trees
  - Richard/Coventry Arts Guild – 9/16 Arts Fair, lots of cool events with poetry reading from state poet laureate
  - Ann – Mansfield Community Center – lots of events coming up

Next Meeting date, time, agenda items

- August 16 at 2 p.m. via Zoom

Adjournment