

**4 TOWN REGIONAL ECONOMIC VITALITY PLAN
STEERING COMMITTEE MEETING**

AGENDA

MARCH 16, 2022, 2PM – 3PM

VIA ZOOM

Join Zoom Meeting

<https://us02web.zoom.us/j/89510529808?pwd=bkU2WVBLZGtKNWVOaWY1SXJHOWdBZz09> - Meeting ID: 895 1052 9808 - Passcode: 5wuBbS

1 646 558 8656 - Meeting ID: 895 1052 9808 - Passcode: 129132

Welcome!

- UCONN/4 Town project – local business connections – intern assistance – virtual workshop scheduled for March 23; second workshop being planned for April – *Outreach and marketing is done, a few folks have RSVP'd. April workshop is rescheduled back to the morning and will focus specifically on hiring.*
- Request for Proposals released to obtain marketing consultant services – *Branding RFP is out and has been sent out to several professional organizations for their response. Deadline is 4/7, 4 town will respond by 4/14 and interview thereafter.*
- 4 Town Plan sponsored Facebook business workshop with Tolland County Chamber of Commerce – planning underway- *Tim Liptrap is hosting an event on 4/19 at the Tolland Fire House to assist businesses in creating Facebook pages. Working on getting the word out in the near future – promoted as a 4 Town initiative, but in collaboration with Chamber of Commerce – working out details on who/how to attend.*
- UCONN Masters of Public Administration intern to assist in 4 Town initiatives – application submitted. *This has been submitted to MPA program with a job description and we should get responses in the next week and will then interview prospective interns. Intern would start in August.*

- Expanding partnerships – collaborations – invitations for future discussions: UCONN Cooperative Extension Service, AdvanceCT, State of CT Department of Economic and Community Development, other ideas? *Planning to reach out to the above groups to have conversations. David Lyman should be contacted sooner rather than later to pick his brain. Could maybe come with Courtney/Advance CT at the same time.*
- Other Town news that relates to 4 Town mission.

Coventry – Arts on Main festival is coming up on September 17th, discussing other initiatives and trying to collaborate on other issues. More to come from Coventry Arts Guild in terms of events. Permitting an anaerobic digester project. Improving softball fields and looking at pursuing open space purchase of 6.8 acres

Mansfield – Events calendar for downtown just released. Kicking off celebrating national poetry month. Closed Taste of Mansfield champion award. Mansfield greenlighted ARPA funding for businesses in some form.

Bolton- Annual egg hunt on April 9 at 12:00, annual summer concert series. Planning a Memorial Day parade this year for the first time in a long time including a period encampment, working on getting a connectivity grant for a multi-use pathway, as well as connection from Town Hall to Bolton Heritage Farm. Could we coordinate a 4 Town Tag sale? Could 4 Towns share a Concert on the Green series?

Tolland- Inventorying vacant properties, Santini development for 240 units behind Big Y, engaged landscape architect for improving accessibility on the Tolland Green, revised farm brewery/cidery regulations and looking at farm-to-table dinner regs

Cultural Coalition – conversations regarding arts and culture including an organizational survey through the NE region. Also facilitating audience intercept surveys at events to learn about where they are spending money. They are looking for events to be at and volunteers to help administer the survey – including free, paid, rural, urban, all sorts of events. Trying to reach as many organizations as possible. Also doing a companion survey about event facilities in Eastern CT – sq feet, age, deferred maintenance issues, etc to help identify funding sources.

Hops 44 – Veterans coffee hour from 9-11 on Wednesdays run by Windham Chamber.

- Review and consideration of next steps to be taken in 2022

Next meeting date, time, agenda items

April 13th at 2:00 for the next meeting. April 6th at 2:00 with Cara for Core-4.

Adjournment