

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

AGENDA

JANUARY 26, 2022, 2PM – 3PM

VIA ZOOM

Join Zoom Meeting

<https://us02web.zoom.us/j/82301357061?pwd=QmtoazNpL3RuNzNGMlpUbHFzVzd3Zz09> - Meeting ID: 823 0135 7061 - Passcode: v2X8qQ

Phone - 1 646 558 8656 – Meeting ID: 823 0135 7061 - Passcode: 600614

Welcome!

- Discussion with Missy Smith, Executive Director of the Tolland County Chamber of Commerce – how to expand the partnership between the Chamber and the 4 Town Economic Vitality effort
- Member towns financial commitment to 4 Town projects - status
- Grant opportunities – American Rescue Plan – FEMA – Eastern Region Tourism District
- UCONN – local business connections – intern assistance with 4 Town effort - potential projects – status
- Visibility – Marketing – 4 Town Plan – web presence, other materials
- Request for Proposals preparation to obtain marketing consultant services
- Expanding partnerships – collaborations – invitations for future discussions –Windham Chamber (February meeting), UCONN Cooperative Extension Service (March meeting), other ideas
- Review and consideration of next steps to be taken in 2022

Next meeting date, time, agenda items

Adjournment