

4 TOWN REGIONAL ECONOMIC VITALITY PLAN
STEERING COMMITTEE MEETING
MEETING NOTES

June 14, 2023, 2PM – 3PM

Eric welcomed everyone to the meeting. Attendees introduced themselves and welcomed Wendy Vincent, the new Executive Director of the Cultural Coalition.

- **DKA Marketing brochure and video production** – Eric said DKA is working on the video marketing Connecticut’s Countryside. The video will be 2 minutes in length, which includes 30 seconds focused on the four areas of adventure, agriculture, arts, and more. He has the CC’s brochures and an initial distribution list that Josh Hull had put together. Staff will pick up the brochures in Coventry for distribution. Eric will send a pdf of the brochure to the Steering Committee.
- **Regional Committees update: Agriculture, Recreation, Arts and Culture** – Richard White provided an update on the arts committee, which had met since the last Steering Committee meeting. He said one of the takeaways is to develop an arts and culture stakeholder e-mail list.
- **Nichols College – web development update** – Tim Liptrap said Nichols summer students have started working on the website. The group decided to go with ctcountryside.org as its domain name. Eric will set it up. Once the video is done, it will also populate the website.
- **Business visitation program** – Eric reported that Josh Hull was able to do some business visitations during the last few weeks of his last weeks of his internship. He was able to visit approximately a dozen businesses. Most of them agreed to be listed on the new website.
- **CT’s Countryside – business education and networking forum** – Eric said the Coventry EDC has discussed the idea of a regional business education forum to be potentially held in October. Potential speakers could be an accountant, and/or financial planner. Eric asked for input. Tim said many people want to know more about AI (artificial intelligence). Brenda Falusi said a tutorial from CTVisit about how businesses can be listed on their site would be another topic.
- **4 Town Talk** –
 - Wendy said the Cultural Coalition continues to want to be more visible in the northeast region
 - David Corcoran said Tolland will be getting a Starbucks in the Big Y plaza
 - Eric said the Steering Committee will need to get someone to help with marketing once the website and video are completed.

- Nancy McKenney said she is getting a liquor license for the Hops 44 food truck.
- Cara Workman said sports camps and youth programs are starting up at UConn for the summer.

Next meeting date, time, agenda items – The next meeting is scheduled for Wednesday, July 12 at 2:00 PM.