



CONNECTICUT'S COUNTRYSIDE

STEERING COMMITTEE

MEETING NOTES

December 20, 2023, 2PM-3PM

- **Update on Video — *see attached link to final***
Looking for any other comments on the revised video. It was suggested that there were a couple of spots where it was too quick and hard to read. It was explained by Tim Liptrap that it is meant to be quick and short, making an impression, or giving a feel, to draw you in. And the size of the video is meant to "fit" on a phone screen. Supplemental videos can be added later. All the places were added to the 1:39 video, but not necessarily on the shorter videos.
- **Regional Committees update: Agriculture, Recreation, Arts and Culture**
The Arts Committee is meeting on January 12th at 10:00am and Cynthia will be sending out an agenda. The Agricultural Committee will meet in January and Patrice will be sending out an agenda. Stephanie asked who would coordinate the Recreation Committee meeting. Rec Directors were going to set up their own meetings, perhaps monthly.
- **Request for Proposals for website management and social mediacampaign— update on responses**
Ten responses were received to the RFP which were quite varied. The staff will meet and set up interviews to make a choice with the hope of engaging someone in January.
- **CT's Countryside winter business education and networking forum on February 7 from 4 pm to 6 pm/Hops social afterwards — *revised draft agenda attached***
"Save the Date" notice for the forum was finalized last week and should be sent out this week. One or two additional invites will go out before the event. Due to where the forum is being held, there will be a limit of 60 people who can attend.

- **Budget funds availability — Discussion underway on FY24-25 funds**
Staff relayed the budget request to the town managers and all towns will be requesting the full \$5,000.
- **Summit — Spring 2024 (late April/early May)**
Not much has been done on this since the focus has been on setting up the Business Education Forum, but the format of the Summit would be a “check in “to follow the format of the last 2 summits.
- **Set 2024 Meeting Dates — see attached**
June 19 is a holiday so June 12 was chosen. Otherwise, the meetings are on the 3rd Wednesday of the month. Tim Liptrap mentioned it would be great to have one big master calendar for the project.
- **4 Town Talk**
Overall, there was not much going on except for holiday parties and events. Nancy of Hops 44 mentioned there was a dip in regular business but a rise in holiday business.
Bolton - Stephanie reported that Bolton had the holiday tree lighting and winter faire - both successful - weather was better this year and a lot more people attended. The next big event is the Easter Egg Roll but things will be in a lull until then.
Mansfield - Ryan said multiple projects have been approved - transformation at the Four Corners with some housing is noticeable. Looking at the western part of town and how the POCD has addressed it which would impact Economic Development and CTs Countryside. Cynthia said Winter Welcome was a success with nice weather and several new businesses have opened in downtown.
Coventry - Tim said there are new staff people. The farmers market has a new director and may be changing the direction a little bit. Tim has reviewed the proposals from the RFP and has comments. Jana said the Coventry Lions Club had their Christmas in the Village event - unfortunately it was bad weather, but still had attendees. Two developers are coming to talk to Coventry because of this event. There is some interest in bringing back the fireworks event to Coventry, or some sort of large community event with fireworks at the end of June.
Tolland - David reported it was pretty quiet but Tolland had a successful tree lighting a couple of weeks ago. There will be an ice skating rink at Crandall Park opening up soon.

Next Meeting is January 17 at 2 p.m.

Adjournment