



CONNECTICUT'S COUNTRYSIDE

STEERING COMMITTEE

MEETING NOTES

AUGUST 16, 2023, 2PM-3PM

Welcome!

- **DKA Marketing Brochure & Video production**

Eric announced that he is retiring, and this is his last CCs meeting. He said it was with a heavy heart that he is leaving and thanked everyone for all they've done, the work they've put in, and what we've all accomplished. It has been an absolute honor to work with everyone and he looks forward to seeing all that CCs accomplishes.

The brochures are in the process of being distributed locally, and to the Big E. CCs should produce a QR code for the Big E. Cynthia will send the digital copy of the brochure to Tim Liptrap.

The video production has been delayed slightly (due to a team member health issue) which has worked in CCs benefit so that live events can be taped instead of having to stage them. Taping dates will likely be in September-October. For the website, Tim wanted to get a firmer date on the videos – the website is waiting for some of that type of information.

- **Regional Committees update: Agriculture, Recreation, Arts and Culture**

Next Thursday, August 24 at 4:00pm the Arts and Culture Committee will be meeting. Agriculture will probably be meeting in the fall in September-October. Recreation Directors will also be trying to meet after camp season and before the holidays start.

- **Nichols College – web development update**

Tim said the backend of the website is built and is ready to build the content side. Eric said the purchase order is set to buy the domain name and will get that done before he

leaves. ctcountyside.org will be the domain name and Tim will use his information for the account until a point that it can be transferred to one of the CTs Countryside town employees, maybe David in Tolland.

- **CT's Countryside – business education and networking forum**

At the previous meeting a fall October-ish business forum was discussed but it might be good to pause with staffing changes and maybe hold it the first of the new year. Combining a forum with a summit revisit perhaps or an independent event and bringing people who could lead some of the discussions. Captain Hale Financial had volunteered. Tolland's tourism staff wanted to lead a how-to use CTVisit. And Tim would lead some website information discussion. Discussed hosting the event at Cassidy Hill Winery or possibly at Hops 44 in Mansfield. The idea is to connect the businesses to this event and get them some takeaways and networking.

- **Budget funds availability – target goal for 2023/2024 – website management, social media marketing**

Next steps targeted in the marketing plan after the video and website production is to manage the website and social media side. Looking at steps to move that forward in the fall and what that will look like. Perhaps some consulting services to assist with that in the first year might help which could help training. An RFP for consultants to assist with this would be a good way to go.

- **4 Town Talk**

Bolton: A few events that the Rec Department is putting on the next few months:

The last 3 concert series dates are 8/16, 8/23, and 8/30- Wednesday nights 6:30-8:00pm on the Bolton town green. Our Trunk or Treat will be on Friday 10/27 from 6-8:00 with a rain date for the 28th at the same time. All 4 town's rec departments are involved with planning bus trips for our towns throughout the year and we have two upcoming ones: (Register through any of the 4 town's rec departments, as well as Ashford and Willington, each town has around 8-10 spots):

Saturday October 14, 2023- A Scenic Autumn Day on your own in Boston

Saturday December 2, 2023- a Day on your own in New York City

Mansfield: Cynthis is working with Ryan and Jen, the Director of Planning, on a roundtable for businesses to discuss beautification, recruitment, and retention focusing on Mansfield Center. Last Moonlight Movie is Friday with a rain date on the 20th. Celebrate Mansfield on September 30th and already close to 70 booths are signed up, so almost full. The Wolff Sisters will headline the concert. Ryan reported there has been a spike in interest for high density multi-family development and there are several projects in Mansfield. The PZC is going to enact a 6-month moratorium on this type of housing to get a better handle on it and its impact of 4,000 new units.

Coventry: Arts on Main is getting ready to advertise and there is a website. The Arts Guild is going strong, and there are events in September. Planning for Christmas in the Village will start right after that for the first Sunday in December. September 10 Coventry and Mansfield will have an invasive species program and paddle on the lake funded by a DEEP grant. Booth and Dimmock Library has opened after being closed for renovations with a ribbon cutting in September.

Nancy at Hops 44 is hosting a bike night on August 30 to benefit Veterans.

Ann Williams said the Mansfield Arts Advisory Council is putting on exhibits at the Mansfield community center summer garden harvest which starts on September 15 for all area artists. There is an application form. There will be a jury show later in the year. On September 30 there will be a Collage on a Card program which has been very popular in the past. Potentially thinking of having an art show for all whether you're an artist or not. Ann has her own watercolor art show currently.

Next Meeting date, time, agenda items

- September 20 at 2 p.m. via Zoom

Adjournment