



## STEERING COMMITTEE

### MEETING NOTES

January 17, 2024, 2PM-3PM

- **Update on Video — CTVisit**  
The video prepared by DKA was sent to CTVisit, which assisted with funding the video. CTVisit was very impressed and hopes to be able to use part of it for its marketing, with permission.
- **Request for Proposals for website management and social media campaign— update on interviews**  
The staff selected four firms to interview in a few weeks. Hoping to engage the consultant in February.
- **CT's Countryside winter business education and networking forum on February 7 from 4 pm to 6 pm/Hops social afterwards**  
Invites have been sent out and we are working with the help of Cara Workman at UConn to host and provide a tour at UConn's Innovation Partnership Building. Tim Liptrap will prepare a presentation on AI and Brenda Falusi will provide an overview of how to register on the CTvisit.com- the State of CT tourism website, which allows registered entities to submit their own events to the calendar. There are content guidelines and other instruction manuals online. Brenda can provide some technical support at Hops 44 during the networking event.  
  
Nancy McKenney at Hops 44 is hosting the networking event after the business forum.
- **Regional Committees update: Agriculture, Recreation, Arts and Culture**  
The Arts Committee met January 12<sup>th</sup> with Cynthia coordinating. The current goal is to nail down all the cultural assets in the four towns. The Agriculture Committee has not met. The four town Rec Directors have met and are planning their own monthly meetings. Stephanie Crane of Bolton said their goal is to meet every couple of months.
- **Budget funds availability — Discussion underway on FY24-25 funds**  
Budget requests are in with all towns requesting the full \$5,000.
- **Summit — Spring 2024 (late April/early May)**

It was suggested to move this summit to fall 2024, perhaps September 30.

- **4 Town Talk**

*Bolton* – Patrice said the PZC is codifying its zoning regs.

*Mansfield* – Celebrate Mansfield 2024 has been scheduled for September 28.

*Coventry* – Arts on Main 2024 has been scheduled for September 14. Jana said she is planning for the Farmer’s Market. Tim said the Lion’s Club is doing valentines. Tim also mentioned that Amazon has a program where they will give non-profits returned items. The Lion’s Club is participating in this program.

*Tolland* – David said the Town is planning for the Farmer’s Market and adding a website for the Farmer’s Market. The Town has received a permit application for recreational cannabis location. Brenda said she is working on promoting the first poet laureate in Tolland.

Missy with the Tolland County Chamber of Commerce encouraged towns to send her events for the Chamber’s newsletter. The Chamber will only be doing a tag sale in Vernon this year.

Jana said the Windham Region Chamber of Commerce is planning for the country’s 250<sup>th</sup> anniversary with themed events in 2024 and 2025

**Next Meeting is February 21 at 2 p.m.**

**Adjournment**