

## 4 TOWN REGIONAL ECONOMIC VITALITY PLAN

### MEMBER TOWN TEAM MEETING NOTES

NOVEMBER 17, 2020 – via Zoom

2:00pm – 3:00pm

#### **Welcome –**

Meeting attendees were welcomed to the meeting between the 4 towns who have worked together to prepare the 4 Town Regional Economic Vitality Plan. Those in attendance introduced themselves.

#### **Memorandum of Understanding –**

The reps from the 4 towns mentioned that the MOU appears to be in good order. They are in the process of being adopted by the governing bodies of each town.

#### **Implementation Matrix –**

Several ideas of initial tasks that can be pursued by the Team were discussed, including:

- : Farmers' Market inventory – regional vendors
- : Town asset inventory – open space, parks, outdoor activities, recreation, businesses, etc.
- : Walktober – The Last Green Valley resources
- : Joshua's Trust properties
- : 4 town calendar of events
- : Wayfinding signage
- : Webpage development – shared links between each town
- : Winter outdoor activities – snowshoe, cross country skiing, ice fishing – including instructional information
- : Regional concert series
- : Holiday house/business decorating and lights – car tour
- : UCONN programs – workforce development, internships, campus activities

A discussion occurred about the potential of a 4 town event calendar. Each town and UCONN provided details on each respective website, as well as social media used.

Richard White from the Coventry Arts Guild provided details about the Windham Arts organization, regional cultural activities and events.

### **Campaign – slogan –**

Bolton is currently in the process of creating a municipal brand. Mansfield has recently gone through this process.

A brief overview of the process of developing and considering a slogan/campaign during the Plan development was provided. The concepts that were drafted were reviewed and discussed.

‘Home.Grown’ and ‘Neighborhood Next Door’ were two that were more popular than others that were created, but were not unilaterally felt to be the best. The ‘CT Lakes Region’ was also discussed, which seems to have potential since each town possesses a lake resource. Although not all towns feel that it is a significant part of their identity.

This matter will continue to be discussed and evaluated, as it is not an easy one to address and find agreement.

### **Next steps –**

The following are the next steps that will occur up to the scheduled meeting next month: each town will adopt the MOU, team members will continue to find interested stakeholders to invite to the group, the 4 town calendar of events will be explored further, the slogan/campaign idea will continue to be examined, a stakeholder and committee list will be started.

### **Other business –**

None.

### **Next meeting date, time, agenda items -**

A day during the week of December 14 will be selected and be shared with the attendees.

Agenda items that were on the November agenda will be discussed at the next meeting.

### **Adjournment –**

The meeting was adjourned at 3:00pm.