



CONNECTICUT'S COUNTRYSIDE

STEERING COMMITTEE

MEETING NOTES

February 21, 2024, 2PM-3PM

- **Update and Discussion on Interviews and Recommendation on Website Development/Social Media Vendor** – The staff committee and Tim Liptrap interviewed several firms and have identified a leading candidate who offers a platform including a robust shared calendar and marketing. The contract would include an initial website setup and they would “run” the website for a year, but there would be reasonable ongoing maintenance costs associated with maintaining the calendar year to year. The staff committee is checking references and hoping to get this vendor under contract in early March.
- **Debrief February 7, 2024 Business Forum/Networking and Next Steps** – The business forum was a great success, with more than 30 attendees, thanks to Tim Liptrap, Brenda Falusi, Hops 44, and UConn. There was considerable interest in having another event with similarly engaging presentations.
- **Earth Day Event?** – There was discussion on conducting another set of Earth Day events. It was generally agreed that there isn't capacity to create new events for this purpose but CT Countryside should try to advertise and support existing events in the four towns.
- **Regional Committees update:** Agriculture, Recreation, Arts and Culture – Arts meeting is being scheduled. The four Recreation Directors met and inquired about what CT Countryside expects out of them – it was agreed that the purpose was not to create more work for them but to identify opportunities to collaborate and use the shared calendar. Some discussion ensued about a possible four-town wide tag sale.
- **Budget funds availability – Discussion underway on FY24-25 funds** – All four towns are in the midst of the budget process and more information will be available in the coming months.

- **Summit – Monday, September 30, 2024** – Some discussion on the summit– it was agreed that this will be best to have once the website is rolled out and we can show our initial success with that.
- **4 Town Talk**
 - Tolland- Farmers Market preparations underway, Lemek Farms is expanding cidery operations to allow for limited consumption of alcohol manufactured off-site.
 - Bolton- Discussion on town events
 - Coventry- Discussion on town events
 - Mansfield- Discussion on town events

Next Meeting date, time, agenda items

- March 20 at 2 p.m. via Zoom

Adjournment