



CONNECTICUT'S COUNTRYSIDE

STEERING COMMITTEE

MEETING AGENDA

April 16, 2025, 2PM-3PM

Welcome!

- Update: CTs Countryside Website/Map/Businesses/Events

Part of today's packet included palm cards, social media statistics, and website statistics. Over 300 views on the website, relatively strong since this is a new website. Our referrals come from a mixture of places such as Facebook, Bolton's municipal website, etc. We have constantly checked the website; the goal is to keep everything fresh.

- Website and Social Media Statistics

6,700 visitors on our social media accounts. So far, the top number of views on a single post is over 1,000. This is a good starting point, with the current numbers being used as a baseline with the hope that there will be an increase in viewership over the next few months. One question was raised whether we should have a TikTok account, since it is a popular platform. As of right now, we have two social media accounts on Facebook and Instagram, by adding TikTok our reach could expand. Another idea is to create a LinkedIn account, since it is more business orientated. Staff will investigate next steps.

- Update and Further Discussion on AI Workshop

On June 4th another AI workshop will be held at Quinebaug Valley Community College. This will be part three of Dr. Tim Liptrap's AI workshops but hosted this time at a community college and coordinated by the Northeast Chamber of

Commerce. A question was raised about events that are held within our region but also held in other towns outside of Connecticut's Countryside. One such event is the upcoming art and garden tour in June, which will have events in both Coventry and Mansfield but also in Ashford and Willington. Due to two of the towns being part of our organization posting the information is alright.

- Update on FY 25/26 Budget Requests

Budget updates were given, as of right now Bolton has requested 5,000 dollars. Coventry requested a similar amount, however Tolland requested 3,000 dollars but that amount has been cut to 2,000 dollars. Right now, Mansfield does not have any number confirmed, staff will provide this information at the next meeting.

- Communications Campaign Strategy

This is tied into social media; social media is listed as part of our plan of economic vitality action plan. The remainder of our strategy is looking into the pop-up booth as well as handouts for Connecticut's Countryside. Part of these handouts could be palm cards and a banner, both with QR codes which will take people to the website. One question was raised about what would be on the back of the palm card. As of right now there is no design on the back, however there could be something added. One idea that was raised was putting a picture of each town on the back and a quick blurb about the towns or a picture of major businesses.

Another idea that was raised was to have a table set up at the Coventry Farmer's Market. The farmer's market gets a lot of traffic so having a booth would be extremely helpful with getting the word out. Jana will ask the farmer's market committee about this at their meeting later this week.

- Economic Vitality Action Plan – What's Next

N/A ran out of time.

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

N/A ran out of time.

- 4 Town Talk

Bolton will be holding its annual egg hunt this coming weekend at 12 on Saturday. Bunny breakfast will also be held with the Bolton Fire Department, which will have a plant sale occurring as well. The town wide tag sale, in coordination with Coventry will occur on May 3rd. Finally with the Memorial Day parade is in its planning phase.

Tolland will have its farmer's market starting on May 4th.

Coventry will be having a ribbon cutting ceremony for the Coventry Landry mat on April 26th in Coventry Village. The Coventry Farmer's Market will be open on June 4th and will continue throughout the summer into the fall.

Mansfield had no update or news to share.

Next Meeting date, time, agenda items

The steering committee's next meeting will occur on June 18th at 2:00 pm via zoom.

Adjournment