



CONNECTICUT'S COUNTRYSIDE

STEERING COMMITTEE

MEETING AGENDA

June 18, 2025, 2PM-3PM

Welcome!

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

No major updates on the website map nor events in the region.

- Website and Social Media Statistics

Jana gave an update about the website and social media statistics. The website has seen less visits by people since December and is projected to continue downward unless there are changes made to highlight the website. Tim suggested that we should go back and redo our search engine optimization. When typing Connecticut's Countryside into the web browser, our website is not the top result in the search which indicates an issue with our seo. This will be mentioned to Civiclift tomorrow at a land use meeting in Coventry.

As for our social media statistics, things are still slow though things are still going strong. Jana proposed putting our tourism videos on YouTube to reach a wider audience.

- Discussion on AI Workshop

An AI workshop was held at Quinebaug Valley Community College on June 5th and had a good attendance.

- Update on FY 25/26 Budget Requests

Nothing new, waiting on Bolton to pass their budget. The other three towns have passed their budgets, waiting on final details on how much will be allocated to CT Countryside.

- Communications Campaign Strategy

Nothing to report

- Economic Vitality Action Plan – What's Next
- 4 Town Talk

Little to no updates.

Budget season going slow

Next Meeting date, time, agenda items

Adjournment