



## **CONNECTICUT'S COUNTRYSIDE**

### **STEERING COMMITTEE**

### **MEETING AGENDA**

**September 24, 2025, 1:00pm-2:00pm – NEW TIME**

Welcome!

- Update: CT's Countryside Website/Map/Businesses/Events

New contract for the upcoming year has been sent over, though pricing has not been included. A meeting with Evan has been requested and we are just waiting to hear back from him about the potential costs.

- Website and Social Media Statistics

Social media is going strong, though Facebook has plateaued as of late. The big question now is whether we continue with how we are currently doing things. The website is developed, but the traffic to the website has been relatively lackluster. If we can operate with just social media, then we can gear more resources towards social media and expand our outreach.

Will need to reach out to Evan about potential next steps and how we can expand our outreach to people. Some points that should be discussed are: whether there are additional features that we can utilize on the website, whether we can tie into CT Visit, and what the upcoming year's costs will be.

- Discussion on AI Workshop

A workshop was held a little while ago in Danielson. If another AI Workshop were to be held then the time, place, and topics will need to be discussed. Ideally the

same location as last time at UConn would work best, though this will need to be discussed at another meeting.

- Update on FY 25/26 Budget Requests

Questions have been raised by administration of the costs of this project and the payback for the region. If next year's costs are lower, then things may be able to proceed as normal. However, if costs are the same, discussions will need to be held about next steps for this project.

One concern that has been raised is that some towns have a duplicate service whether it is Explore Tolland or Discover Mansfield. The Explore Tolland program has seen more impact on the town than CT Countryside, and it is done by a volunteer. Should the towns focus more on these internal programs or should more focus be given to CT Countryside.

- Communications Campaign Strategy

This was looped into the previous sections of the meeting noted above.

- Economic Vitality Action Plan – What's Next

This was looped into previous sections of the meeting noted above.

- 4 Town Talk

Not discussed.

Next Meeting date, time, agenda items

Adjournment