



Steering Committee Meeting
January 15, 2025
2-3 P.M.

1. Introducing each other
2. Update on Business Map/CT Countryside Website
 - a. If you haven't, please upload your business information as well as any events that might occur to CT Countryside's website. This is free advertising, and our goal is to make this a one stop shop for the region.
 - b. Question that was raised: how are you promoting the website? How are making it accessible to the community?
 - c. Answer: Bolton has been sending email alerts to our businesses, as well as posting the information in Bolton Bulletin. It is up to the individual towns to promote within their respective communities. We have also launched social media accounts within the past month, this has generated some awareness.
3. AI Forum in Mansfield
 - a. Our next AI forum has been set for February 5th at UConn's Innovation Building. Same time as previously planned, with a tour and social right before the AI Forum. The goal is to help businesses learn tools such as video programs, how to create emails, and more by using AI. This event is open to both previous attendees and new attendees as well. All are welcome.
 - b. We are asking that people RSVP to this event, that way we can keep track of how many people are attending. Though we are also welcome to anyone who just stop by.
4. Budget for FY 25-26
 - a. We have another free year of hosting by Civic Lift for the website as well as the social media. There are other projects that we have discussed in previous years but have been unable to work on. Bolton has requested 5,000 dollars as before, though this will need to be approved by the Board of Selectmen as well as town voters. Coventry has also put in for 5,000 dollar request. Tolland also put in a request, yet this will need to be approved by the Tolland Economic Development Commission. Mansfield has no information at this time in regards to Fiscal Year 25-26.
5. Update to the Plan



- a. The committee has not had a chance to look at the plan for a while. There are a few next steps, the next step could be creating a smart phone app, event money, printing materials, branding merchandise, etc. The committee will meet next month to discuss the next steps as well as the focus for the next fiscal year.
6. Regional committee updates
 - a. The agriculture committee has not met
 - b. Recreation committee has not met
 - c. Arts and Culture have not met either.
7. Four town Talk
 - a. Bolton
 - i. Not much going on for recreation events, we recently held our all town holiday events on December 7th. January will be used to plan our spring as well as our summer events.
 - ii. Our trials are currently being uploaded to the website with the land trust uploading
 - b. Coventry
 - i. Just had its holiday events in Early December by our local lions club.
 - c. Tolland
 - i. Winter farmers market (every second Sunday till March) is being wrapped up in the coming weeks, several development projects are underway just waiting for construction to start.
8. Next meeting date
 - a. February 19th 2-3 pm
 - b. We will contact Civic Lift to fix some website issues
 - i. Issues with password reset
 - ii. Issues with icons appearing as links
9. Adjourned at 2:49 p.m.