

CONNECTICUT RIVER GATEWAY COMMISSION
Communications and Outreach Committee Meeting Minutes
January 18, 2023

Attendance: Gregory Futoma, Suzanne Thompson, Deborah Langdon, Judy Preston, Jerry Roberts

Call to Order: The meeting was convened using the Zoom online platform at 4:35pm. The agenda was formally posted in all eight Gateway member towns, with information directing interested members of the public to join the meeting online.

Scheduling. A discussion was held concerned the scheduling of regular committee meetings to comply with Freedom of Information requirements. Ad hoc “special” meetings may still be scheduled. Members will be polled to determine a best day/time for regular meetings throughout 2023. An annual schedule will subsequently be posted.

Marketing project. Futoma reported that work on the new Commission website is largely completed. Consultants need to code new content. A river access/vista map will be re-visited for adjustments. The commission’s social media presence on Facebook and Instagram has lagged and Thompson discussed possible assistance from paid staff.

Commission 50th Anniversary. Members discussed a timeline of the Commission’s legislative creation and key historical events. It was decided to organize a special ad hoc committee to plan and present various activities and publicity throughout 2023.

The committee was shown possible 50th anniversary commemorative logos created by Jerry Roberts. Suggestions for various changes were made and Roberts will create further samples. The anniversary ad hoc committee will review the versions.

Sponsorship and Partnership Requests. In response to an article to be published on the commission’s history, Dick Shriver contacted the commission to ask if it would be interested in becoming an “Estuary River Partner.” This would include quarterly advertisements in Estuary magazine. The committee recommended that the commission pass on the opportunity.

Kristina White, Executive Director of the Lyme Land Trust, requested the commission’s support of the organization’s “Tour de Lyme” bicycle event. As it will be the 10th anniversary of the event, the committee recommended that the commission support the event as a “bronze sponsor” – the same level of its support for past events.

Members agreed that the committee should set guidelines for future support of events that consider their relevance to the commission’s mission; the potential audience reached and publicity derived from sponsorships; and the commission’s history in supporting particular activities.

Adjournment: Upon a motion by Preston, the meeting was adjourned at 5:33pm.

Respectfully submitted,

Gregory Futoma, Committee Chairman