

Meeting Minutes: EDC Events Sub-committee Meeting 3/31/22

In-person meeting on: Thursday, March 31, 2022, 5:30 pm

Location: The Union, West Cornwall

1. Meeting commenced at 5:34
2. Parks & Rec representative Michelle Shipp gave overview of summer events already planned for Parks & Rec, including two music fests and Taste of Cornwall.
3. Committee reviewed a list of events already scheduled and being offered by various organizations and clubs. There was discussion of the need for a “tourism” calendar of events that does not include Town government and civic activities.
4. Committee brainstormed and discussed different ways to bring a new event to Cornwall that would attract tourists (and residents alike). Ideas include: a plein air painting event, a “paint the bridge” artist event, music by the bridge, a “sidewalk sale” or tent sale type of event where retail shops have special offers, engaging with Clark Outdoor, Covered Bridge Electric Bike, Housatonic River fishing and other recreation businesses to offer experiences as part of an event, a “Cornwall Ramble” that would direct people to different local business as well as crafts people. The committee agreed that more discussion was needed before specifically defining an event theme and scope.
5. Committee discussed the importance of including both West Cornwall and Cornwall Bridge in any event or activity. It was discussed these events could be separate and on separate weekends, given the different commercial environments of the two town centers making it hard to be one cohesive event. A committee member will follow-up with Iron Bank, which is planning an anniversary event in the fall, to engage with how the EDC can help support that event.
6. Committee discussed the importance of the EDC supporting town events already in place.
7. A suggestion was made for more signage at different intersections directing tourists to shops, cafes, restaurants, artists, etc.
8. There was a suggestion to revisit to role of the EDC in creating new events vs supporting existing ones.
9. Meeting ended at approximately 7:30