

Meeting Minutes: EDC Events Sub-committee Meeting 4/21/22

In-person meeting on: Thursday, April 21, 2022, 5:30 pm

Location: The Union, West Cornwall

1. Meeting commenced at 5:43
2. Sub-committee discussed the purpose and goals of the committee. The committee came to alignment on the primary goal being to support and promote town events already on the Cornwall calendar. Secondly, the committee will continue to explore initiating/sponsoring new events that bring people (residents and tourists) to our business centers.
3. Initial draft of Event Sub-Committee goals:
 - a) Drive collaboration among local event organizers to ensure a cohesive and integrated event calendar throughout the year
 - b) Identify gaps/needs in annual event calendar and engage the community to create new/needed events
 - c) Advocate for new events to take place in Cornwall (and keep growing events in town)
 - d) Provide support for community-wide events that provide economic impact to the community, including marketing, sponsorship, etc.
4. Committee discussed a “Cornwall Days” theme for the potential for multiple events that would generate traffic to Cornwall’s commercial centers. Sub-committee members will engage with local businesses for ideas and participation. The potential date for the first of such events is July 30th in West Cornwall. Preliminary discussion of a second event to take place in Cornwall Bridge in October.
5. Meeting adjourned at 6:45.