



## REGULAR MEETING AGENDA ECONOMIC DEVELOPMENT COMMISSION

August 27, 2025 at 7pm  
Bantam Annex: 80 Doyle Road, Bantam, CT 06750

Join Zoom Meeting

<https://us02web.zoom.us/j/83418447052?pwd=TWlRd9VubtN13l3NC9UUVL5ybLmZTXd.1>

Meeting ID: 834 1844 7052

Passcode: 672142

1. Call meeting to order
2. Appoint alternate member(s) for the meeting, as needed
3. EDC membership and official (re)election of officers
  - Victoria Butkus
  - Amanda Glover
4. Approve minutes of July 30, 2025 meeting
5. Public comment
6. Finance updates:
  - Connecticut Community Foundation (Sept. 8)
  - Connecticut Humanities (Dec. 1)
  - Connecticut Community Foundation (Mar. 17)
  - Stacey Dionne will be sure to draw expenses from our Operating (Town-funded) budget
  - Once the "treasurer" role is active, we will reach out to Stacey monthly to get the latest balance sheet, to discuss at each EDC meeting
7. Marketing and branding Litchfield:
  - VLCT QR code window decal stickers
  - Seasonal itineraries
    - 1,000 to The Big E
    - 1,500 @ 300/ea to Belden, Abner, Wisdom, Lost Fox, Litchfield Inn
    - 250 to Information Booth
    - 250 elsewhere (businesses, Plein Air Litchfield, etc.)
  - Print guides and sponsorships
    - T. Bares made slew of updates to design file
    - Digital bonus due for The Spa at Litchfield Hills
  - Plein Air Litchfield (M. Murelli)
  - Marketing performance, historical data (D. Clement)
  - Info booth (R. Betar)
  - Other:
    - Litchfield Restaurant Week 2026
    - Litchfield businesses database (Q3 2025)
    - Litchfield Exchange (Q4 2025)
    - Merch (2026)
    - America 250
8. Upcoming events:
  - [Creative Economy Summit to Spotlight Culture's Role in Regional Growth](#): 9/11

- [Litchfield County's 2025 Housing Affordability Summit](#): 9/29
  - [CT Trail Symposium](#): 10/3
  - [World Trails Film Festival](#): 10/3
  - [NW CT Manufacturing Expo](#): 10/23
9. New business:
- Art walk (D. Clement)
  - Love Litchfield Day (T. Bares)
10. Old business:
- Litchfield signage
  - Starting a business in Litchfield (testimonials?)
  - Chamber music concerts
  - Public policy liaison
11. Adjourn

*Next regular meeting is tentatively scheduled for Wednesday, September 24 at 7pm at the Bantam Annex.*