



REGULAR MEETING AGENDA ECONOMIC DEVELOPMENT COMMISSION

January 28, 2025 at 7pm

Bantam Annex: 80 Doyle Road, Bantam, CT 06750

VIRTUAL LINK: <https://frontier.video.ringcentral.com/join/322666932> / MEETING ID: 322666932

1. Call meeting to order
2. Appoint alternate member(s) for the meeting, as needed
3. Housekeeping:
 - Approve minutes of December 10, 2025 meeting
 - RingCentral
4. Public comment
5. 2026 Restaurant Week
 - January 16 = TML designed promotional graphics
 - January 18 = TML devised NEW sign-up form
 - January 23 = Firm up details with Lost Fox Inn kickoff event — date/time (LT)
 - January 28 = Add your initials next to restaurants / businesses to which you can do outreach
 - January 28 - February 4 = EDC outreach to restaurants and businesses for participation and/or sponsorship
 - January 30 = Devise invite list for kickoff event including influencers, media, local politicians, etc. (DC/LT)
 - February 10 = Deadline for Yay or Nay (participation + sponsorship)
 - February 20 = "One month away!" web / social / email teaser with "stay tuned for participating restaurants"
 - March 1 = Final deadline to submit 1) menu; 2) photos; 3) \$25, \$35, or \$50 price point
 - March 10 = More teaser posts and coverage as menus trickle in (DC)
 - March 10 = Press release / coordinate publicity (DC/LT)
 - March 10 = Post lawn signs around town / nearby traffic intersections (ALL)
 - March 12 = Print posters and hand out to restaurants* (ALL)
 - March 13 = Heavy promotion across social media, email, web (1 WEEK AWAY)
6. Marketing and branding Litchfield:
 - Seasonal itineraries — must begin devising spring verbiage, in new layout (bi-fold)
 - Northwest Chamber of Commerce ad on the kiosk inside Children's Play in Torrington
 - Print guides and sponsorships
 - Marketing performance, historical data (D. Clement)
 - Other:
 - Litchfield Exchange
 - Merch
 - Love Litchfield Day
 - America 250
7. Finance:
 - Connecticut Community Foundation (March 17)
 - Seherr-Thoss Foundation (April 3)
 - Town of Litchfield
 - Reminder: Seeking treasurer role (grantwriting a plus)
8. BUSINESS DATABASE WORKING SESSION TENTATIVELY FEBRUARY 25 — AIM TO COMPLETE APRIL 2026
9. Adjourn

Next regular meeting is tentatively scheduled for Wednesday, February 25 at 7pm at the Bantam Annex.

January 28, 2026

February 25, 2026

March 25, 2026

April 29, 2026

May 27, 2026

June 24, 2026

July 29, 2026

August 26, 2026

September 30, 2026

October 28, 2026

November 18, 2026

December 9, 2026