



## AGENDA-ECONOMIC DEVELOPMENT COMMISSION

June 28, 2023

7:00-9:00 pm

Bantam Annex  
80 Doyle Road  
Bantam, CT 06750

[VIRTUAL MEETING LINK](#)  
Meeting ID: 990 1476 3235  
Passcode: 067590

1. Call meeting to order
2. Appoint alternate member(s) for the meeting, as needed
3. Public comment
4. Approve minutes of May 31, 2023 regular EDC meeting
5. Third-Annual Top Dog Contest
6. Marketing and branding Litchfield:
  - VLCT channels report
  - "Welcome to Litchfield" signage, welcome center
  - Visit Litchfield CT (guide) reprint; PDF flyer, sponsorship update
  - Tentpole events:
    - Q1 = Restaurant Week
    - Q2 = Top Dog Contest (plus LHRR, Makers' Market)
    - Q3 = TBD\* (plus Summer Concert Series)
    - Q4 = Holiday Stroll (Fall Fest? Shop Small Weekend?)
  - \*Cultural community events? Sidewalk festival?*
7. Other topics (as time allows):
  - "Made in Litchfield" basket raffle (Parks & Rec)
  - Litchfield Farmers Alliance ("What's Fresh in Litchfield")
  - NWCT EDC + Chamber of Commerce
  - Naugatuck Railroad
  - America250
  - J.McLaughlin case study
8. Strategic plan working group
9. EDC election of officers for 2023-2024
10. Adjourn

Next regular meeting is scheduled for Wednesday, July 26, 2023.