



MEETING AGENDA ECONOMIC DEVELOPMENT COMMISSION

August 30, 2023, 5:00pm

Bantam Annex
80 Doyle Road
Bantam, CT 06750

[VIRTUAL MEETING LINK](#)
Meeting ID: 966 2770 7465
Passcode: 951342

1. Call meeting to order
2. Appoint alternate member(s) for the meeting, as needed
3. Approve minutes of July 26, 2023 regular EDC meeting
4. Marketing and branding Litchfield:
 - Visit Litchfield CT guide:
 - Print bids
 - Sponsorships
 - Chanticleer Acres (1,000) — in production now
 - Litchfield Bancorp (1,000)
 - Litchfield Community Center (500)
 - Litchfield Distillery (1,000)
 - Others?
 - The Big E: September 15 - October 1, 2023
 - Phase I updates made in time for August 2023 print run
 - Phase II updates to discuss:
 - Spa / salon section (LT)
 - Expand accommodations section (SD and ML)
 - Connecticut Junior Republic (CJR)
 - Digital sponsorship bonus?
 - Seasonal itineraries (insert to guide or on digital)?
 - “Welcome to Litchfield” signage proposal (9/7 Design Review Advisory Committee)
5. Events:
 - Litchfield Farm Tour
 - Litchfield Art Walk
 - Porch series
 - Angelica Sepples interested in collaborating with EDC re: fall and winter programs:
 - Halloween (trick-or-treating with businesses)
 - Holiday season (Small Business Saturday, “Find the Elf on the Shelf” passport)
6. Annual roadmap meeting (two parts):
 - October 25 — Budget, Goals, Mission
 - November 15 — Roadmap, Task Force(s), Strategic Planning
7. Adjourn

Next regular meeting is scheduled for Wednesday, September 27 at 7pm.