



## **MEETING AGENDA**

### **ECONOMIC DEVELOPMENT COMMISSION**

September 27, 2023, 7:00pm

Bantam Annex  
80 Doyle Road  
Bantam, CT 06750

1. Call meeting to order
2. Appoint alternate member(s) for the meeting, as needed
3. Approve minutes of August 30, 2023 regular EDC meeting
4. Public comment
5. Marketing and branding Litchfield:
  - Visit Litchfield CT guide:
    - Print proofs from various vendors (M. Murelli)
    - Sponsorships (T. Bares)
      - Chanticleer Acres (1,000) — COMPLETED
      - Litchfield Community Center (500) — IN PRODUCTION
      - Forthcoming: Litchfield Bancorp (1,000); Litchfield Distillery (1,000)
    - Additional updates to discuss:
      - Spa / salon section (L. Turner)
      - Expand accommodations section (S. Dyer, M. Lafferty)
      - Connecticut Junior Republic
      - Digital sponsorship bonus
  - Seasonal itineraries
  - "Welcome to Litchfield" signage updates (T. Bares)
  - Welcome center
6. Annual roadmap meeting (two parts):
  - November 15 — Budget, Goals, Mission
  - December 13 — Roadmap, Task Force(s), Strategic Planning
7. New business:
  - Budget (S. Dyer)
  - Northwest Community Bank Foundation (T. Bares)
  - Video tour series (T. Bares)
  - Historical Society / BikeWalk (T. Bares)
8. Adjourn

*Next regular meeting is scheduled for Wednesday, October 25 at 7pm.*