



MEETING AGENDA

ECONOMIC DEVELOPMENT COMMISSION

February 28, 2024 at 7pm
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 January 31, 2023 EDC meeting
4. Public comment
5. EDC election of officers (voting and alternate membership)
6. Vote to approve new mission statement, as drafted in year-end strategy roadmap meeting:

The mission of Litchfield's Economic Development Commission is to enhance the economic well-being and long-term prosperity of the Town by serving as a resource for current and future businesses and organizations. We strive to promote responsible economic growth and hope to retain and attract business owners and families to the community who value the Town's history, unique quality of life, and collaborative vision for the future.

7. Marketing and branding Litchfield
 - Guides
 - New sell-sheet circulated by T. Bares on 2/15
 - Sponsorship updates for next print run(s)?
 - Seasonal itineraries to launch Fall 2024
 - New home addresses from 2020-2024
 - "Litchfield Exchange" video showcase series
 - T. Bares to present at 3/19 LABA meeting
 - T. Bares in touch with Chris Leone re: semesterly high school EDC internship
 - Update EDC page on town website to include new mission statement + VLCT website URL
8. Finance subcommittee:
 - R. Betar (1/30) and T. Bares (2/19) compiled a workbook of funding opportunities
 - T. Bares (2/20) presented to the Litchfield Board of Selectmen for 2024-2025 fiscal year
 - R. Betar, M. Lafferty, and S. Dyer to divide and conquer on outstanding action items / deadlines
9. New business:
 - Raz Alexe requests to partner with EDC to add GIS layer to help the Town advertise greenways
 - T. Bares secured online merch proposal
 - Promote events in partnership with Historical Society, Art Tripping, LAC, Park & Rec (M. Murelli)
 - Information booth, borough permission (welcome center?)
 - NHCOG Comprehensive Economic Development Strategy
 - Data, analytics, research, survey
10. Old business:
 - Litchfield Businesses Database
 - "Opening a Business in Litchfield" flowchart resource on website
 - Litchfield signage

Next regular meeting is tentatively scheduled for Wednesday, March 27 at 7pm at the Bantam Annex.