



**REGULAR MEETING MINUTES
ECONOMIC DEVELOPMENT COMMISSION**

October 29, 2025 at 7pm
Bantam Annex: 80 Doyle Road, Bantam, CT 06750

1. Call meeting to order @ 7:06pm.

Members present: Cleve Fusseneich, Michelle Murelli, Tara-Marie Lynch Bares, Lindsey Turner, Missy Lafferty

Alternates present: Renee Betar, Amanda Glover

Absent: Tom Roman, Doug Clement, Al Macchioni, Victoria Butkus

2. Appoint alternate member(s) for the meeting, as needed. None needed

3. EDC membership discussed in regards to party affiliation and FOI regulations.

4. Approve minutes of August 27, 2025 meeting. Missy motions to approve, Tara seconds. All in favor.

5. Public comment: none.

6. Finance updates:

- **Seherr-Thoss Foundations (Oct. 3).** Focused application for Directional 'Litchfield' signage. Grant funds to be used for: 1000 print run of booklet. Doug's PR services.
- **Connecticut Humanities (Dec. 1):** Planning grant \$5-25k, visual project, interpretive media project, Litchfield Exchange video series.
- Connecticut Community Foundation (Mar. 17)
- Seeking treasurer role (grantwriting a plus)

7. Marketing and branding Litchfield:

- VLCT QR code window decal stickers: some application issues.
 - ★ perhaps get another batch from a different vendor?
 - ★ 8.5 x 11 table top holder?

- Seasonal itineraries
 - 1,000 to The Big E - were not received, therefore, not distributed.
 - 1,500 @ 300/ea to Belden, Abner, Wisdom, Lost Fox, Litchfield Inn
 - 250 to Information Booth - underperformed, perhaps make it a bifold, enlarge the text.
 - 250 elsewhere (businesses, Plein Air Litchfield, etc.)
 - ★ Idea: Distribute to restaurants. The Village put them on every table.
- Print guides and sponsorships
 - ★ Historical Society at Museum
 - ★ Town map - created by Harmony Tanguay?
- Marketing performance, historical data, D. Clement was not in attendance, therefore tabled.
- Info booth (R. Betar) - Cleve was helpful in opening and closing. He suggests perhaps additional shelving under the wings that can have layflat materials. Booth closing 11/1. Community involvement for creative ideas for info booth.
- Other:
 - Creative Economy Summit
 - Litchfield Restaurant Week 2026 (Lost Fox Inn kickoff party)
 - Litchfield businesses database (Q4 2025)
 - Litchfield Exchange (Q1 2026)
 - Merch (2026)
 - America 250

8. Upcoming events:

- Winsted Job Fair: 9/25
- Litchfield County's 2025 Housing Affordability Summit: 9/29
- Plein Air Litchfield: 9/30-10/5
- CT Trail Symposium: 10/3
- World Trails Film Festival: 10/3
- NW CT Manufacturing Expo: 10/23

9. Love Litchfield Day (T. Bares, C. Fuessenich) - community event celebrating the town's incorporation "birthday". Annual event starting in 2027. Founder's Day type event. Each year, pick a milestone or moment of historical relevance. Block Party type event. Casual, kids activities, community development. Town picnic on Sunday mornings?

10. Old business:

- Litchfield signage
- Starting a business in Litchfield (testimonials?) — EXAMPLE HERE
- Public policy liaison

Database is @ 50% combed through. What is a complete profile? Public domain? Legality, opt-ins, what is the use case. Use for EDC purposes as a tool for planning,

public comment, marketing, pain points, newsletter. Missy to invite Evan to the next meeting. November or December meeting designated to work on it?

11. Adjourn at 8:20pm. Tara motions. Missy seconds.

Next regular meeting is tentatively scheduled for Wednesday, November 19 at 7pm at the Bantam Annex.