

REGULAR MEETING MINUTES ECONOMIC DEVELOPMENT COMMISSION

March 25, 2026 at 7pm

<https://frontier.video.ringcentral.com/join/161959663?pw=278672520384586df676ede790f2bfca>

Bantam Annex: 80 Doyle Road, Bantam, CT 06750

1. Call meeting to order @ 7:04PM. Tara calls to order, Lindsey seconds.
2. Members in attendance: *Cleve Fussenich, Lindsey Turner, Tara Marie Bares, Tom Roman, Renee Betar, Victoria Butkus, Amanda Glover, Missy Lafferty, Michelle Murelli.*
Also present: *Denise Raap, Doug Clement*
3. Approved minutes of March 4 2026 special meeting, Lindsey motions to approve minutes of March 4 2026 special meeting. Michelle seconds.
4. Public comment: none.
5. 2026 Restaurant Week
 - Performance report & Marketing performance, historical data (D. Clement)
 - Doug reports 8k followers on Instagram and 10k followers on Facebook, citing 170k-250k views every 28 days.
 - The media blitz was a success.
 - Doug will add the WZBG audio clip.
 - Google analytics during Restaurant Week: 4x views.
 - Instagram: Dinner menu post 14k impressions, best in account history.
 - Influencer outreach knocked it out of the park.
 - Post-event follow-up
 - Lindsey has led a herculean effort to Restaurant Week. Kudos to her tenacity and drive!
 - Follow up campaign to be sent via mailchimp.
 - Survey for diners in addition to restaurant owners, QR code at counter or in with check.
 - Survey: Which local farms do you use to supply your restaurants?
 - Simplify the survey, comments, any other data you'd like to share. Where did you hear about this event?
 - Jill Philips from Clubhouse Provisions shared with Missy positive feedback in regard to Restaurant Week and the EDC engaging the local community.
 - Ideas for 2027...

- Adding a farm campaign for next year was discussed.
- Receipts from restaurant week redeemable for discounts at local merchants.
- Shop local idea would be promoted in advance
- Live event at Litchfield Farmers Market. Market bucks? Road signs placed inside the market.
- Farm tour in September? Farm dinner? Victoria offers her farm Fox and Buck as a location for consideration

6. BUSINESS DATABASE WORKING SESSION - APRIL. Invite Evan Dobos to join.

7. Marketing and branding Litchfield.

- Seasonal itineraries — new spring guide in development
- Print guides and sponsorships: use current town funds to cover the cost of publishing
- Info booth: Borough rejected ideas that were presented.

8. Other:

- Love Litchfield Day in 2027 to include annual award, block party. Plein Air Festival is organizing an August 15 Litchfield Family Day, with a picnic at Tapping Reeve, EDC can also promote.
- Seherr-Thoss Foundation (Tara will apply again in April via new online system)

9. Adjourn at 7:57PM. Tara motions, Lindsey seconds.

Next regular meeting is tentatively scheduled for Wednesday, April 29 7pm at the Bantam Annex.