



REGULAR MEETING DRAFT MINUTES ECONOMIC DEVELOPMENT COMMISSION

July 29, 2026 at 7pm

IN-PERSON OR VIRTUAL

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

1. Call meeting to order 7:05 pm.
In attendance: Tara Bares, Lindsey Turner, Cleve Fuessenich, Tom Roman, Missy Lafferty, Michelle Murelli, Renee Betar
Absent: Jess MacDonald, Victoria Butkus, Amanda Glover
2. Appoint alternate member(s) for the meeting, as needed
3. Approve minutes of May 20, 2026 and July 7, 2026 special meetings
 - May 20: Under Finance 6, cut last sentence in Seherr-Thoss section
 - July 7: Edit quantity of guides from 1,500 to 1,000
 - T. Bares motions to approve as amended; M. Murelli seconds. Passed.
4. Ongoing business:
 - Business Database (September 1 target completion date)
 - Litchfield Day 2027 (reference T. Bares' steering memo) – aiming to have the steering committee meet in early August
 - Marketing collateral
 - Guides
 - Maps (T. Bares sent RFP to several people and organizations)
 - One-sheet tri-fold –
L Turner motion to approve the creation and print production of a one-sheeter to promote VisitLitchfieldcCT to fit in brochure racks. Cleve seconds.
 - Info booth
 - Request that Historical Society, Library, and Community Center send out request for staffing via their email newsletters
5. New business:
 - CT Main Street x “Bantam” (L. Turner and T. Bares):
 - Safe sidewalks and lighting
 - Gathering areas (Doyle Road)
 - Signage
 - Review proposals
 - Insights:
 1. 12' posts, buried 3-4' in ground (so 8' height)
 2. Though height may vary based on placement (needs to clear snow banks)
 3. 36" oval big sign
 4. Signs get jostled around a lot and material weight can be an issue with wind
 5. Think through walking traffic vs. car traffic
 6. For walking traffic, you can hang 5 inferior signs with a custom bracket and they won't sway
 7. But for car traffic, recommend against intricacy of hanging things (go with one sign)
 8. Car traffic too needs to be simple (having 5 underneath is too hard to read unless it's truly wayfinding)
 9. M. Lafferty to ask archivist if there are any photos of signage in the historic district
 10. C. Fuessenich suggested requesting information on signage materials in Washington

- 11. T. Roman mentioned collecting and comparing warranty and installation details per vendor
- 12. Action item: EDC to think through signage – what do we want to have below the Litchfield oval – the villages / general terms like “historic village”, “arts district” or specific attractions
 - Proposals ranging from \$2,400-\$9,500
- 2027 planning:
 - Litchfield Day
 - Volunteer Fair
 - Litchfield Build & Design Fair
 - Litchfield Exchange
- 6. Finance
 - Seherr-Thoss update
 - Treasurer role
 - Additional grant opportunities:
 - CT Office of the Arts (supporting arts grant)
 - 1. The program will launch for FY27 this summer with a deadline in August/September
 - 2. Litchfield Exchange
 - 3. Arts District: Borough of Litchfield
 - Boardwalk Media retainer @ \$1,750 (from \$1,250)
 - T. Bares presented a total of 4 additional bids with identical scope to the commission.
 - T. Bares motions to accept D. Clement’s request provided we’re locked in for at least a year at this level; C. Fuessenich seconds. All in favor, aye — motion approved.
- 7. T. Bares motions to adjourn. M. Murelli seconds. Motion carried.

Next regular meeting is tentatively scheduled for Wednesday, August 26 at 7pm at the Bantam Annex.