LITCHFIELD ECONOMIC DEVELOPMENT COMMISSION
EDC Regular Meeting Minutes
October 27, 2021
Bantam Annex 80 Doyle Rd. Bantam, CT 06750

1) Meeting called to order at 7:06 p.m. by Will Neary, Chair.
   Present: Present Regular Members: Anne Haas, Will Neary, Christine Harding, Michele Murelli, Cleve Fuessenich, Lindsey Turner
   Present Alternate Members - Renee Betar, Danielle Muecke Chair appointed Renee to be voting member for the meeting
Ex-officio: Denise Raap not in attendance
Missing: DJ Murphy
Member of Public: Tara Lynch, Doug Clement, Colleen Kinkade

2) Public Comment:
   Colleen Kinkade from Parks & Rec. in regards to the Holiday Stroll. Looking for help from the commissions like EDC to help with the Holiday Stroll. Lamposts $75.00, sponsorships, letter went out looking for help for follow up. Four tiered sponsorship. Colleen will share the list of the businesses so we can follow up and help with funds. Looking for volunteers for day of event to handle crowd control, provide information, hand out maps. 11/28/21 from 2:30-5:30 Tree Lighting at 6PM. Christine Harding volunteered to be Emcee. $1350 will cover the lamposts. Jonathan Wilson would be a good contact for Luminaries. Colleen will reach out to Will by the 12th.

3) Approve minutes of September 29, 2021 EDC regular meeting: Minutes have been approved as amended Anne motioned, Michelle seconded. Approved Unanimously

4). EDC task force updates
   a. Marketing and Branding Litchfield – Doug Clement
      i. Branding Litchfield Website Doug Clement will be the person for content. Doug is discussing visitlitchfieldct.com go to page to sign up for the email newsletter. Dpaulclement@gmail.com can be reached for questions and comments. Lindsey has found volunteers to fly drone and take great footage for video on landing page. Instagram has grown by 147 in one month. Facebook has grown 364 likes in 30 days. Continue to take pictures and send content to Doug, Lindsey and Will. Tara Lynch: How is this working with the Town Website. Events calendar will be the same. Social Hubs? Plugins? User generated content. Secure visitlitchfieldct domain. Sell Merchandise #visitlitchfieldct
      ii. Proposed “Made In Litchfield” - Makers Market Made in Litchfield - “Bantam Beta test” will be tabled until after the New Year
      iii. Proposed Lindsey spoke with Carlos from @thecorner Restaurant Last Week February Just Dinner. Looking for volunteers to fill in spreadsheet and reach out to local restauranteurs. All restaurants in Litchfield! All Boroughs!
         Danielle asked for exact dates, Feb. 21-27th Monday- Sunday
      iv. Boho Alyssa Malloy 860-484-1452 Contact for Restaurant Week
         i. Will to distribute list of all restaurants and assigned contacts to edc by 12/1

5). Tourism - Tom
   • Western CT Tourism District - Tom is not here this week.
   • Information Booth- Renee - Days open 5/1 thru 11/1
d. LABA Update – DJ - NOT IN ATTENDANCE: Christine read update, see attached email.
   f. Opening A Business in Litchfield – Christine, Danielle Goal - to complete by end of year..

6). Old and Unfinished Business
   a. Litchfield Arts Council : Meets second tuesday of the month 12:30 Bantam Borough Hall
7). New Business: Michelle: Bring ideas for 2022 to next meeting
   a. Sue Ellis Burgess invited EDC to January meeting
   b. Brainstorming meeting with other commissions to go over larger calendar
8). Suggestion from Anne to bring back Town by town review. Send to Doug Clement as content for new business. Update by Anne in advance of the meeting to tell us about what new businesses are in or out of our town.
9). Motion from Anne, going to Board of Selectmen asking for hiring a recording secretary $20/25 per hour. Michelle seconds the motion all in favor! Write an email to Anne Combs and First Selectmen. Being that it is such an expense, Tara Lynch has volunteered to take minutes.
10). We will vote on Next years’ meeting calendar in December
11). SMART committee got approval to add garbage cans 4 trash, 4 recycling. Dog waste receptacle in municipal parking lot. Signs are purchased but not put up yet.

Movement to adjourn: Lindsey moves to adjourn, Michele seconds, all in favor 8:42pm

Next regular meeting will be held on Wednesday, December 1st, 2021.

Respectfully submitted,
Christine Harding-Abbott
Secretary, Litchfield Economic Development Commission

Litchfield Economic Development Commission Mission Statement (adopted 06/10/2020) The mission is to promote sustainable economic diversity for Litchfield.