



## LITCHFIELD ECONOMIC DEVELOPMENT COMMISSION

Regular Meeting Minutes · DRAFT

June 29, 2022  
Bantam Annex  
80 Doyle Road  
Bantam, CT 06750

- Meeting called to order at 7:05 p.m. by W. Neary, Vice Chair.

PRESENT      *Regular members:* Will Neary, Lindsey Turner, L. Cleveland Fuessenich, Tara-Marie Lynch, Michele Murelli  
*Alternate members:* Renee Betar, Lelah Campo  
*Ex-officio:* Denise Raap, First Selectman, Litchfield  
*Members of the public:* Anthea Disney, Marit Bezahler

ABSENT      *Regular members:* Thomas Roman  
*Alternate members:* None

- Appointment of alternate voting member(s) for meeting: R. Betar
- Public comment: N/A
- Motion by M. Murelli to approve draft minutes of the May 25, 2022 regular meeting; C. Fussenich seconded the motion. All voted aye and the motion carried.
- Town budget approval:
  - \$30K secured for EDC
  - Has to be spent in full by or before 2026
- EDC task force updates:
  - Marketing and Branding Litchfield
    - "Live in Litchfield" Instagram interview series (L. Turner)
      - Six interviews have been conducted so far

- Conducted every Wednesday at 10:00 a.m.
- Candidates for upcoming interviews: Oliver Wolcott Library, Bantam Cinema, Wisdom House, Bantam Lake, Farmers Alliance, etc.
- The next open question is whether to continue beyond nonprofits into restaurants, hospitalities, other businesses, etc.
- D. Raap suggested interviewing chairmen / chairwomen of commissions (e.g. SMART committee)
- T. Lynch, L. Turner, W. Neary to potentially meet with Doug Clement to discuss WordPress website updates
- Visit Litchfield CT pamphlet:
  - Printed 500 for \$1K in time for Memorial Day Weekend
  - Continue distributing remaining supply at the information booth
  - Next steps:
    - Get pricing for 4K copies
    - Get sponsors to make it self-sustaining; monetize (for instance \$1K a piece @ 4 sponsors)
    - Tackle revisions as necessary
    - Figure out appropriate inventory
    - Community Center? Private schools? Local hotels? Cozy Hills?
- Opening a Business in Litchfield (W. Neary):
  - Flowchart to be picked up where D. Muecke left off
  - L. Campo suggested incorporating TAHD
  - C. Fussenich will take the reins
- Litchfield merch (T. Lynch):
  - Overview:
    - PHASE I (pilot): Test the market as a giveaway campaign across digital channels via social media / email marketing
    - PHASE II (limited quantities): Make a few available for first-come purchase—or raffle—at tentpole events
    - PHASE III (revenue-generating): Use the baskets as a funding source and reinvest profits into EDC budget, pending finance logistics as a municipal entity
    - PHASE IV (e-commerce): Much further down the road...
  - Next steps:
    - W. Neary moves to approve \$1.5K investment for project; M. Murelli seconded the motion. All voted aye and the motion carried.
    - W. Neary to secure blanket PO before Litchfield finance
    - 3 to 5 baskets (each with 2 hats + 2 short- or long-sleeves + sticker decals + 1 canvas bag + 6 cups + Litchfield book + framed Litchfield map + augmented by local goods)

- Submit order to Murphy Boyz (3 weeks leadtime)
- Outreach to local businesses for local goods:
  - Litchfield Distillery (bourbon maple syrup, barrel, rubber mat instead of spirits)
  - Bunnell Farm (dry rub)
  - Arethusa (gift card?)
  - Troy Brook (wooden serveware)
  - Meadow Ridge Farm (syrup)
  - Bantam Tile (specialty item)
  - Berry Ledges (honey)
  - Guy Wolff (pottery)
  - Vibrant Farm (yarn skeins)
  - NOTE: Open to other ideas (M. Murelli to provide a list of Makers Market vendors?)
  - W. Neary suggested in-person meetings with the above businesses to suggest the opportunity to get involved
- Marketing:
  - Assemble basket and take photos
  - Finalize the 'ask' — tag 3 friends on this post (social media) and choose one at random
  - Create social media post, reel, website blog post, email newsletter
  - Can we 'advertise' the giveaway at upcoming events (e.g., concert series or movie screenings)
- D. Raap to look into tax implications, “blanket” P.O. for merchandising project can go before finance, etc.
- Information Booth (R. Betar):
  - Two (2) new volunteers
  - Pamphlet is exciting to people
  - T. Lynch will remake QR code so we can quantify traffic (for information booth sign and for next print run of pamphlet)
- Western CT Tourism (T. Roman): N/A
- Dog Days, Top Dog Contest:
  - Outreach to restaurants is ongoing
  - July 14-18 = timeframe for people to try hot dogs and vote
  - July 20 = National Hot Dog Day + winner to be announced at local concert series
  - Restaurants have about a week to react (RSVP by 7/7/2022)

- D. Clement to make blog post with last year's event photos (2,428 votes in 2021)
  - Other ideas: October is National Pizza Month, best burger, best cocktail, etc.
  - EDC agrees to keep the Top Dog Contest as a focused, local event (but in the future we could consider broadening to other CT regions)
- Move meetings to Wednesday at an earlier time during "concert series" months? W. Neary will inquire with L. Losee.
- New EDC members / candidates:
    - Cailyn Paradise (financial advisor)
    - Meghan Riehl (Vibrant Farm owner)
- Old and unfinished business:
    - Litchfield business database — D. Raap to circulate
    - Welcome letter for LABA bags?
- EDC election of officers for 2022-2023:
    - W. Neary nominates T. Lynch to be secretary of the EDC. L. Turner seconded. All voted aye and the motion carried.
    - M. Murelli nominates W. Neary to continue as chair of the EDC. L. Turner seconded. All voted aye and the motion carried.
    - R. Betar nominates L. Turner to continue as vice chair of the EDC. M. Murelli seconded. All voted aye and the motion carried.
    - D. Muecke has stepped down as a voting member; L. Campo can resign as an alternate member and request to be appointed as a voting member.
- Adjourn: Motion to adjourn meeting made by W. Neary; L. Turney seconded the motion. All voted aye and the motion carried. Meeting adjourned at 8:36 p.m.

Next regular meeting is scheduled for Wednesday, July 27, 2022 (time TBD).

Respectfully submitted,  
 Tara-Marie Lynch  
 Litchfield Economic Development Commission