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. Fuessenich 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

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