



## LITCHFIELD ECONOMIC DEVELOPMENT COMMISSION

### Regular Meeting Minutes

July 27, 2022  
Bantam Annex  
80 Doyle Road  
Bantam, CT 06750

- Meeting called to order at 7:08 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  
*Members of the public:* Cailyn Paradise, Shellane Dyer, Doug Clement, Craig  
Connolly

ABSENT      *Regular members:* Thomas Roman  
*Alternate members:* None, Lelah Campo  
*Ex-officio:* Denise Raap, First Selectman, Litchfield

- Appointment of alternate voting member(s) for meeting: N/A
- Public comment: N/A
- Motion by W. Neary to approve draft minutes of the June 29, 2022 regular meeting; M. Murelli seconded the motion. All voted aye and the motion carried.
- EDC task force updates:
  - Marketing and Branding Litchfield
    - Visit Litchfield CT pamphlet:
      - Sponsors — Community Center, Market Tavern + Forman? Bancorp? Litchfield Inn?
      - L. Turner to get at least 3 bids for next print run (4K copies)
    - 'Top Dog' contest went even better than last year:

- One area of improvement could be to talk to venues and give more instruction as far as telling patrons preemptively about the contest and ensure table tents are on the tables
- Gather emails? Capture more data? Pay for a tool to make it more sophisticated? Or drive fun and business to restaurants rather than stringent rules? Utilize free tools to quantify hashtag use?
- Encourage people to take selfies and use hashtags
- Could even have “experts panel” for unique superlative awards
- In thinking more about the ‘Top Dog’ contest, what about something similar like ‘best cocktail’ for instance? While it’s easy to do themes around restaurants and food, it makes sense to also tackle diversified projects that include a range of businesses (like the Makers Market and the Litchfield basket project). With that said, we *could* consider pairing the hot dog contest *with* best cocktail (including mocktails for non-drinkers) — i.e., do both at once.
- Four footprints: website, Facebook, Instagram, newsletter — all digital stats are trending in a great direction
- Litchfield merch baskets (T. Lynch):
  - T. Lynch has finalized designs / will submit order (2-3 weeks leadtime)
  - EDC to divide and conquer on local goods “ask”
  - Approved \$1.5K investment from 6/29/2022
  - Outreach to local businesses for local goods:
    - Litchfield Distillery (gift card or bar mat or flask)
    - 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)
    - M. Murelli to provide a list of Makers Market vendors electronically
    - W. Neary suggested in-person meetings with the above businesses (suggesting the opportunity to get involved) and will distribute a list of businesses to the EDC by August 3 so we can divide and conquer on the outreach
- Information Booth (R. Betar):
  - T. Lynch designed and provided revised QR code (tagged) poster to R. Betar

- Getting repeat visitors asking, “What’s going on this weekend?”
- R. Betar noticed ‘Explore Washington’ one-pagers have been added to the information booth
- New EDC candidates:
  - Cailyn Paradise (Edward Jones)
  - Shellane Dyer (Courtyard Marriott Waterbury)
  - Meghan Riehl (Vibrant Farm)
- Old and unfinished business:
  - Welcome letter
    - EDC recommended adding a ‘welcome letter’ to LABA bags for new Litchfield residents (to accompany and add context)
    - LABA went ahead and created a letter
    - T. Lynch also designed “Welcome to Litchfield” trifold letter (W. Neary will ask D. Raap if the Town of Litchfield could cover the printing bill for this)
- Adjourn: Motion to adjourn meeting made by C. Fuessenich; R. Betar seconded the motion. All voted aye and the motion carried. Meeting adjourned at 7:56 p.m.

Next regular meeting is scheduled for Wednesday, August 31, 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.*