1. Meeting called to order at 7:03 p.m. by L. Turner, Vice Chair.

   **PRESENT**
   *Regular members:* Lindsey Turner, L. Cleveland Fuessenich, Thomas Roman, 
   Tara-Marie Lynch
   *Alternate members:* Renee Betar
   *Members of the public:* Doug Clement
   *Ex-officio:* Denise Raap, First Selectman, Litchfield

   **ABSENT**
   *Regular members:* Will Neary, Michele Murelli
   *Alternate members:* Lelah Campo, Missy Lafferty

2. Appointment of alternate voting member for meeting: N/A. R. Betar appointed as regular voting member for meeting.

3. Motion by R. Betar to approve draft minutes of the August 31, 2022 regular meeting; C. Fuessenich seconded the motion. All voted aye and the motion carried.

4. Public comment: N/A

5. Vote on EDC member candidates:
   - Lelah Campo for voting member (postpone until next meeting)
   - Missy Lafferty for alternate member

6. New EDC members and candidates:
   - Cailyn Paradise (Edward Jones)
   - Shellane Dyer
Meghan Riehl (Vibrant Farm)
○ Status? Who can reach out to gauge interest?
  L. Turner will follow up.
  C. Paradise is very interested; submitted a letter of intent.
  M. Riehl will likely join later this fall.

7. EDC task force updates:
   ● Marketing and branding Litchfield:
     ○ Visitors’ Guide
       ■ Sponsors: Bancorp commits $1,400 to cover 1,000 copies
       ■ Other potential sponsors:
          ● Realtors
          ● Marketplace
          ● Litchfield Inn
          ● Need clarity from W. Neary about Litchfield Bancorp
          ● EDC to discuss a list of businesses and hash it out during the next meeting for how to divide and conquer
       ■ Bids of $1,885, $1,442, $1,400 — going with low bid per W. Neary
       ■ IMPORTANT: T. Lynch motions to print 1,000 copies for EDC (sans-logo);
         T. Lynch and L. Turner to follow up with W. Neary re: choosing right print vendor
       ■ T. Lynch and D. Clement met to review changes for next print run
       ■ T. Lynch is redesigning final booklet (H. Tanguay provided InDesign file)
       ■ Updates:
          ● Made copy evergreen (e.g., Makers Market, Family Nature Day)
          ● Deleted Sportsmen’s
          ● Added Festival of Trees by OWL
          ● Added Favorite
          ● Added Alofft Gallery
          ● Added Litchfield Community Center
          ● Updated cover
          ● Need to add version with Litchfield Bancorp logo to back
          ● Need to integrate tagged QR code
       ■ Additional updates:
          ● Parking & Restrooms (add restrooms in municipal lot section)
          ● First Congregational Church of Litchfield — add under Shopping (blurb for used books)
          ● Mention gift shop for Litchfield Historical Society (where it currently resides in booklet)
          ● Wednesday afternoons for Wild Carrot instead
• Lourdes of Litchfield

Questions:
• Litchfield Arts Festival?
• Annual ballet?
  ○ “Made in Litchfield” initiative:
    ■ Merch order fulfillment timeline dependent on check arriving to Custom Ink via town — once received, 2- to 3-week lead time
      • Water bottle / computer stickers
      • Baseball caps
      • Long-sleeve shirts
      • Picnic-on-the-green blankets
    ■ Local makers:
      • C. Fuessenich secured “Litchfield” signed book copies
      • C. Fuessenich secured Winter Winds Farm syrup
      • C. Fuessenich got a ‘No’ from Guy Wolff
      • C. Fuessenich awaiting C.P. Farmhouse idea; C. Fuessenich will reach out to Blueprint CT for Litchfield canvas bags
      • L. Turner will reach out to Bantam Frameworks, Ace Hardware, and Krafted Brew Lab
      • M. Murelli secured Litchfield Distillery nips and swag
      • M. Murelli donated children’s coloring books
      • R. Betar reported Vibrant Farms yarn skeins not made locally
      • T. Lynch secured $5 off wine flights for Haight-Brown
      • T. Lynch secured honey jars from Berry Ledges
      • T. Lynch to acquire dry rub from Bunnell Farm
      • T. Lynch got a ‘No’ from Arethusa
      • W. Neary secured Bantam Tileworks
      • W. Neary — news on Milton Market?
      • W. Neary got a ‘No’ from Troy Brook
    ■ Timeline for campaign is likely late October / early November
    ■ Need to work with local influencers as well as take photos
      ○ Signage and posters for local merchants, stores, restaurants with VisitLitchfieldCT QR code to print and distribute


9. Bantam Arts Factory (M. Murelli): Open House happening this weekend?

10. Old and unfinished business:
● Restaurant Week — need to start planning this (discuss at next meeting, for February and March timing)
● Discuss D. Clement's idea of an art gallery / art walk / art tour week for 2023

11. New business:
● C. Fuessenich recommended to reach out to Goshen, Morris, and Warren potentially for next round of “Made in Litchfield” initiative — though this may dilute the mission (the name would no longer hold, too); perhaps instead we collaborate in some way with Goshen, Morris, and Warren EDC groups generally
● Looking for someone to take over secretarial duties so T. Lynch can instead focus on applying her talents where they are best suited: e.g., more strategic projects

12. Adjourn: Motion to adjourn meeting made by L. Turner; R. Betar seconded the motion. All voted aye and the motion carried. Meeting adjourned at 8:12 p.m.

Next regular meeting is scheduled for Wednesday, October 26, 2022.

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.