



LITCHFIELD ECONOMIC DEVELOPMENT COMMISSION

Regular Meeting Minutes · DRAFT

August 31, 2022

Bantam Annex

80 Doyle Road

Bantam, CT 06750

1. Meeting called to order at 7:05 p.m. by Will Neary, Chair.

PRESENT *Regular members:* Will Neary, L. Cleveland Fuessenich, Thomas Roman,
Michele Murelli, Tara-Marie Lynch
Alternate members: Renee Betar
Members of the public: Missy Lafferty

ABSENT *Regular members:* Lindsey Turner
Alternate members: Lelah Campo
Ex-officio: Denise Raap, First Selectman, Litchfield

2. Appointment of alternate voting member for meeting: R. Betar.
3. Motion by R. Betar to approve draft minutes of the July 27, 2022 regular meeting; W. Neary seconded the motion. All voted aye and the motion carried.
4. Public comment: W. Neary checking with Lisa Losee regarding how to format the minutes for this section of agenda.
5. Voting member candidate: Lelah Campo — adding to next month's agenda
6. New EDC members / candidates:
 - Cailyn Paradise (Edward Jones)
 - Shellane Dyer (Courtyard Marriott Waterbury)
 - Meghan Riehl (Vibrant Farm)
 - Missy Lafferty (HR consulting)

7. EDC task force updates:

- Marketing and branding Litchfield
 - Pamphlet
 - Potential sponsors: Litchfield Community Center, Market Place Tavern, Forman School, Bancorp, Litchfield Inn
 - Bids for next print run:
 - W. Neary handling (waiting for final quotes)
 - Initial estimates are coming in at 4K copies for \$3K
 - Sponsorships vs. ad space (might only be able to do the former as a municipal entity)
- “Made in Litchfield” baskets (T. Lynch)
 - T. Lynch created a final list of businesses and makers to start off with (along with desired contributions)
 - Assigned EDC members to reach out to local businesses and makers (divide and conquer within the next week — getting people to “contribute” or buy in by September 15 and physically give the goods by September 20)
 - T. Lynch outlined game plan and deadlines
 - T. Lynch and W. Neary to distribute pitch for in-person outreach by 9/2
 - Plan to involve local influencers for additional reach (T. Lynch to work with L. Turner on this)
 - W. Neary, T. Lynch, and L. Turner to firm up final merch order
 - Target campaign rollout date is September / October

8. Information booth (R. Betar):

- Down to < 100 VisitLitchfieldCT booklets
- Lots of international visitors
- New volunteer (Caldwell)

9. Old and unfinished business:

- C. Fuessenich volunteers to help print minutes and agendas
- Tentpole events (e.g., Restaurant Week) — to discuss in future meeting
- Litchfield calendar (tentpole events, photography) — to discuss in future meeting

10. New business and updates:

- T. Lynch proposes new idea (potential internship project): manual outreach to Litchfield Airbnb hosts suggesting they list www.visitlitchfieldct.com in their rental listings (target market, low-hanging fruit)
- M. Murelli offers a number of updates:
 - October 1, 2022: Bantam Arts Factory open house (same day as tag sale)

- Market Place Tavern is allowing Litchfield Arts Council to use space for a gallery to feature local artists
- Litchfield Arts Council is also endeavoring to work with the Connecticut Ballet to do a performance on the Litchfield Green (and make it an annual event)
- Outdoor public art / mural projects also in the works
- T. Lynch and W. Neary working on acrylic placard table tents for restaurants with custom (trackable) QR code to www.visitlitchfieldct.com
- T. Roman reports that NWCT tourism released new pamphlets (design by Storytellers agency); Adams & Knight is being brought on as an additional agency — there appears to be a move away from historic draws of CT

11. Adjourn: Motion to adjourn meeting made by R. Betar; W. Neary seconded the motion. All voted aye and the motion carried. Meeting adjourned at 8:18 p.m.

Next regular meeting is scheduled for Wednesday, September 28, 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.*