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](http://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.