



LITCHFIELD ECONOMIC DEVELOPMENT COMMISSION

Regular Meeting Minutes

September 28, 2022

Bantam Annex

80 Doyle Road

Bantam, CT 06750

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: Northwest Community Bank / Litchfield 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 (T. Roman reached out to Krafted Brew Lab at first and they declined)
 - 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

8. Information Booth (R. Betar): Out of “Visitors’ Guide” pamphlets; need more copies.

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
- T. Roman mentioned new tour bus initiative

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.