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 Aloft 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


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.