



LITCHFIELD ECONOMIC DEVELOPMENT COMMISSION

Regular Meeting Minutes

December 21, 2022

Bantam Annex

80 Doyle Road

Bantam, CT 06750

1. Meeting called to order at 7:03 p.m. by Will Neary, Chair.

PRESENT *Regular members:* Will Neary, Lindsey Turner, Thomas Roman,
Michele Murelli, Tara-Marie Bares, L. Cleveland Fuessenich
Alternate members: Renee Betar, Cailyn Paradise
Members of the public: Doug Clement

ABSENT *Regular members:* N/A
Alternate members: Missy Lafferty
Ex-officio: Denise Raap, First Selectman, Litchfield

2. Appointment of alternate voting member for meeting: N/A
3. Motion by R. Betar to approve draft minutes of the November 16, 2022 regular meeting with corrections; M. Murelli seconded the motion. All voted aye and the motion carried.
4. Public comment: N/A
5. EDC task force updates:
 - “Made in Litchfield” initiative (T. Lynch)
 - Very successful first pilot of the “Made in Litchfield” basket giveaway with record-breaking engagement on social media platforms!
 - Campaign was received very well by businesses; even generated a lot of FOMO for future iterations (food / drink businesses expressed interest and we hope to consider a restaurants-focused “basket” of gift cards down the road)

- This campaign was a great way to garner new VLCT followers to be clued in to everything Litchfield has to offer while driving exposure to participating businesses and makers
- On Jan. 1, 2023 (when the giveaway ends), use randomization tool to select a winner (vet and decide logistics for how to claim prize at Town Hall)
- For future:
 - Shoppable links for future (if/when we have merch to fulfill and an e-commerce channel established)
 - Tailor media assets for Facebook vs. Instagram
 - Get publicity buy-in prior to launching
- Hearst promised publicity of the basket; D. Clement to follow up with McKenna
- Organic reception has been very strong
- Signage / posters for local merchants, stores, restaurants with VLCT QR code to print and distribute — W. Neary to distribute

6. Restaurant Week:

- March 24-31, 2023
- M. Murelli to handle the design of poster or postcards
- Potential Materia kickoff event (on the heels of winning Best New Restaurant)?
- L. Turner to resurface Google Sheet and circulate
- D. Clement explains that the industry standard is to pick a price (or prices)
- Lunch and dinner menu (eat-in or to-go) — \$25 + \$35 + \$45 — as long as it's a three-course meal



- Project timeline:
 - December: Circulate directory and gather contact information
 - January: Get entire plan and materials wrapped up
 - February: Get buy-in from all restaurants and finalize list of participants
 - March: RESTAURANT WEEK!

7. Old and unfinished business:

- Airbnb project for 2023 (get hosts to add visitlitchfieldct.com in listing)
- Similarly, those who have websites should list us as a resource (like Litchfield Inn)
- Railroad platform (T. Roman) — ask museum to come to future EDC meeting
- Discuss next print run and sponsorship planning at January 2023 meeting

8. New business:

- Visit town hall for any new business applications (R. Betar volunteered); idea would be to get the new business applications and be proactive in greeting and welcoming on behalf of the EDC

9. Vote on 2023 EDC meeting calendar:

- January 25 @ 7pm
- February 22 @ 7pm
- March 29 @ 7pm
- April 26 @ 7pm
- May 31 @ 7pm
- June 28 @ 7pm
- July 26 @ 5pm
- August 30 @ 5pm
- September 27 @ 7pm
- October 25 @ 7pm
- November 15 @ 7pm
- December 13 @ 7pm

10. Adjourn: Motion to adjourn meeting made by T. Lynch; M. Murelli seconded the motion. All voted aye and the motion carried. Meeting adjourned at 8:23 p.m.

Next regular meeting is scheduled for Wednesday, January 25, 2023.

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.*