



LITCHFIELD ECONOMIC DEVELOPMENT COMMISSION

Regular Meeting Minutes · DRAFT

May 31, 2023
Bantam Annex
80 Doyle Road
Bantam, CT 06750

1. Meeting called to order at 7:00 p.m. by W. Neary, Chair.

PRESENT *Regular members:* Will Neary, Tara-Marie Bares, Thomas Roman,
Michele Murelli, L. Cleveland Fuessenich
Alternate members: Renee Betar, Cailyn Paradise
Members of the public: Jennifer Graham
Ex-officio: Denise Raap, First Selectman, Litchfield

ABSENT *Regular members:* Lindsey Turner, Missy Lafferty
Alternate members: N/A

2. Appointment of alternate voting member(s) for meeting: R. Betar and C. Paradise.
3. Motion by M. Murelli to approve draft minutes of the April 26, 2023 regular meeting;
T. Roman seconded the motion. All voted aye and the motion carried.
4. Public comment: N/A
5. "Welcome to Litchfield" signage (T. Bares):
 - 15-page creative proposal presented by T. Bares to Jennifer Graham and the EDC
 - Next steps are to discuss and finalize: i) verbiage; ii) locations; iii) requisite municipal and/or state approvals; iv) public voting; v) vendor bids; vi) planned installation; etc.
 - Initial feedback:
 - Most prefer simpler / cleaner sans serif font, though it may need to be bolder
 - Strong preference for "Welcome to" (as opposed to "Town of")
 - Strong preference to include "Settled in [date]"

- Strong preference for arched sign shape as opposed to rectangular
- Most prefer white sign with gold finishes (blue may be too nautical or not withstand well to UV)
- Option C (with more boldness) and Option K (without cursive font above and below) + bucket of iconography —> T. Bares to mock up a second draft with this feedback
- L. Graham to confer with R. Alexe re: location (encroachment permit with the state)
- L. Graham to reach out to Carol Bramley (Chair of Planning and Zoning) — try to organize a presentation before the Design Review Advisory Committee on 7/6

6. Naugatuck Railroad (T. Roman):

- Public works to write bids for land survey
- R Betar — together with T. Roman and C. Paradise — outlined and presented a game plan draft for the East Litchfield Railroad Platform, complete with phases and next steps in the development process
- C. Paradise said potential events and programming would either be run by the tour company or the railroad in terms of reaching out to and coordinating with local businesses (meaning EDC and the Town of Litchfield would be hands-off)
- EDC's role, therefore, would be to simply serve as the ignition to kickstart the project by helping to create the foundation, literally — train platform
- From there, the idea is that the Naugatuck Railroad and local businesses directly would organically partner together
- C. Paradise offered to speak to LABA about this
- Need to get different bids for surveys and then present it to municipal group and/or private sector interest and/or philanthropic fundraising
- T. Roman made a motion to allow T. Roman, C. Paradise, and R. Betar represent the EDC in presenting this idea formally to the Board of Selectmen at their next meeting (6/6); M. Murelli seconded — all voted aye and the motion carried.

7. EDC task force updates:

- Marketing and branding Litchfield update
- Visit Litchfield CT pamphlet reprint:
 - PDF flyer is now available (designed by T. Bares; will revise with email address)
 - EDC can now use this and approach sponsors
 - D. Raap will post on the Town of Litchfield digital channels
 - T. Roman recommends distribution outside of locality (e.g., Beardsley Zoo)
 - M. Murelli recommended that we apply for grant funding for this project
 - C. Paradise to present this opportunity to LABA

8. Hot dog contest:

- July 14-17?

- July 19 is Hot Dog Day
- L. Turner and D. Clement to work together to dig back into past promotional designs, update with new dates, and distribute to appropriate restaurants

9. New business:

- M. Murelli proposes that we consider having student members join (as they do on the Litchfield Arts Council) on EDC and other municipal groups — e.g., FBLA
- L. Graham recommended EDC gets involved with America 250 (2026 celebration) — for instance, D. Raap recommended opening up a contest for ornament design

10. Adjourn: Motion to adjourn meeting made by W. Neary; T. Roman seconded the motion. All voted aye and the motion carried. Meeting adjourned at 8:25 p.m.

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