



## LITCHFIELD ECONOMIC DEVELOPMENT COMMISSION

Regular Meeting Minutes · DRAFT

August 30, 2023  
Bantam Annex  
80 Doyle Road  
Bantam, CT 06750

1. Meeting called to order at 5:07 p.m. by Tara-Marie Bares.

PRESENT     *Regular members:* Tara-Marie Bares, Lindsey Turner, Thomas Roman, Michele Murelli, L. Cleveland Fuessenich  
*Alternate members:* Renee Betar, Cailyn Paradise, Missy Lafferty, Shellane Dyer  
*Members of the public:* John McKenna  
*Ex-officio:* Denise Raap, First Selectman, Litchfield

ABSENT     *Regular members:*  
*Alternate members:* Missy Lafferty, Shellane Dyer

2. Appointment of alternate voting member for meeting: Cailyn Paradise.
3. Motion by Tara to approve draft minutes of the July 26, 2023 regular meeting; Rene seconded the motion. All voted aye and the motion carried.
4. Public comment: N/A
5. EDC task force updates:
  - **Events:**
  - What is EDC's role in economic initiatives?
  - The conclusion is that the EDC sparks ideas and hands it off to other organizations to produce, or the EDC partners/promotes initiatives created by other groups. The EDC's primary role is to promote the events.
  - The Commission continues to discuss tent pole/seasonal events. An element that will be included in our upcoming strategic plan.

## 6. Visit Litchfield.CT

### Social Media/ Punch List:

- Chose the lowest bidder, Murphy Boyz, for this run of the Guide.
- Assign commission members to distribute the Guides.
- Put Guides at the CT Booth @ The Big E. 200. Put them in LABA bags.
- 50 to Chanticleer. Distribute to Litchfield Inn. Information Booth. Historical Society. White Memorial. Town Hall. Library. Distillery. Arethusa. Community Ctr. Retailers on West St. and in Bantam.
- Need a list of B&Bs to leave Guides.
- Working out ideas for added value for the sponsors for the Guide, to include them on the website, creative non tacky ways.
- Phase 2 updates: need a spa section. Accommodation section for the Guide? Accommodations on the website.
- Digital Sponsorship in the future.
- Seasonal activities as an insert in the Guide.
- **Marketing and Branding:**
- Welcome to Litchfield signs; the Commission discussed preparations for presenting the signs to the Historic Commission for approval.
- **Strategic Planning:**
- Roadmap meeting dates: budget, goals, mission:  
Nov.15, and Dec.13, 2023, Roadmap I, and Roadmap II. Time TBD.

Next regular meeting is scheduled for Sept. 27, 2023.

Respectfully submitted,  
Michele Murelli  
Litchfield Economic Development Commission

*Litchfield Economic Development Commission Mission Statement (adopted 06/10/2020):  
The mission is to promote sustainable economic diversity for Litchfield.*