



## LITCHFIELD ECONOMIC DEVELOPMENT COMMISSION

Regular Meeting Minutes · DRAFT

October 25, 2023

Bantam Annex

80 Doyle Road

Bantam, CT 06750

Meeting called to order at 7:31 p.m. by Tara.

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

**ABSENT**     *Regular members:*  
*Alternate members:* Cailyn Paradise

Appointment of alternate voting member for meeting: Renee Betar was appointed. Tara moved and Lindsay seconded. Unanimous approval.

The minutes of the last meeting, 9/27/23, were lost when the Secretary's computer died. Efforts will be made to try and retrieve them. Reaching out to JC Teiman, who may be able to extract data from the hard drive. If not, we will do our best to re-create them.

Review recent changes in Litchfield that affect economic activity

EDC Task Force updates:

Marketing and

Branding:

The Guide:

Elm Printing, get a quote

Brandywine: 500 copy run sponsorship/Shellane. Lindsay recommended a 1000 run with another sponsor. Distillery.

Next print run should include the Spa section.

Keeping Silly Sprout on the booklet for this run.

Create a spa section in the Guide.

An Accommodations section in the Guide: a Google spreadsheet with Air B&Bs, 30 - 40 locations. other venues outside of Litchfield as well.

YardWork would like to be included in the Guide. A Co-working section, or just fit it into another section.  
where Business Services would be located; also SCORE, for residents and visitors.  
Annual Seasonal events section in the Guide, easier to pitch to sponsors.  
visitiitchfieldct.com, Doug Clement reports on the analytics related to our social media presence:  
3000 likes/28 day period; over 6000 page views during that period.  
Best blog posts at this time of year: guided hikes, autumn themed stories.  
FB: organic reach exceeds 54000, 7500 new page likes, Instagram  
breaking 4000 followers, 100 + likes on posts

Old and unfinished business:

Pending Grant Applications: to NW Community Bank & the Job Lots Foundation.

Union Savings Bank opens their grant apps in March.

By the end of this month the Assessor will have an updated list of local businesses.

New business:

November &

December Roadmap meetings: Shellane made an offer of Brandywine as a meeting venue. 11/15, 12/13.

Location change needs to be posted on the Annex Door on those dates.

Annual Road Map meeting breakdown: 11/15 - Mission/Budget/Goal, and

12/123 -

Roadmap/Task Forces/Strategic Planning

Chair Share: the EDC was mentioned multiple times as a resource at the Chair Share meeting.

Holiday Stroll: Park & Rec. reached out to see if the EDC could organize decorating the Light Poles. We will promote the call for sponsors with the town.

LAC Halloween Mixer invite to commission

Broadband Community forum tomorrow, 10/26/23, at Ed Advance. DEEP,

11:00 am - 1:00

pm, Access, performance, affordability, and additional skills.

Adjourn: Motion to adjourn meeting made by Michele; Lindsay seconded the motion.  
aye and the motion carried. Meeting adjourned at 8:25 p.m.

All voted

Next regular meeting is scheduled for November 15, 2022. At Brandywine @ 7:00 pm.

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.*