



LITCHFIELD ECONOMIC DEVELOPMENT COMMISSION

Regular Meeting Minutes · DRAFT

November 15, 2023
Bantam Annex
80 Doyle Road
Bantam, CT 06750

1. Meeting called to order at 7:06 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:
Ex-officio:

ABSENT *Regular members:* N/A
Alternate members: N/A

2. Appointment of alternate voting member for meeting: N/A.
3. Motion by Renee to approve draft minutes of the October 25 , 2023 regular meeting; seconded the motion. All voted aye and the motion carried. March date for regular meeting: 3/27/23
4. Public comment:
 - N/A, no member of the public attended.
5. Date change for the stroll this year, if the date is moved back next year will effect our Nov./Dec meeting. Do we want to do that again, with that in mind? Should we add a special meeting or change the dates next year?
6. We did not get the bank grant.
7. Visit Litchfield Guide books delivered this week.

8. **New business:**

- **A: Roadmap:** What is our Mission? Discussion:
What market are we responsible for, local only or visitors as well? How do we support our businesses?

- Additional taxes on a sheet metal business is causing them to relocate in the coming years. Does the EDC have a role in issues like this?
- Research tax credits could be our job? Be more aware of commissions who will levy taxes.
- **EDC** should be a resource for residents and visitors, but not to minimize/prioritize one over the other.
- **B:** Attract new and retain existing businesses. Create a pathway to communicate with the businesses twice a year, asking for feedback. We need the database of businesses to put on the website.
- **C: Spotlights:** How to create the logistics of the project.
- **D. Largest employers:** ED Advance, School Sys, Cablevision, Forman, The Town.
- **E. Data NWHCOGS:** Rista Melanka; Should we be focusing on the 5 areas the NW Region is focusing on?
- **Mission:** Lindsay's/EDC 2020 statement.
- **Vision:** 2nd half of the Mission statement.
- Budget meeting at Town Hall. Tara and Shellayne are tasked to deal with this. The Town only gives the EDC \$1000. We need to lobby the BOD for \$\$\$. The appeal could include a paid staff person. We have spent approx. \$20,000, raising \$\$ through sponsorships/guide and grants, and merchandising.
- Scherr-Thoss grant was completely used to build our digital presence.
- Strong appeal to the Town to be funding the Content Marketing expert in Doug.
- AARPA \$30,000.00 - we only spent \$3000 of that. By the end of 2024 our balance will be \$12,000. **We need a financial roadmap person, Shellayne....**to prepare for grant cycles; when is the operating budget meeting happening, etc, to ask for what we need.
- **Are we allowed to sell Litchfield Merchandise?** How do we collect revenue? **Someone needs to research this. Michele offered to research.**
- **"The process of opening a business in Litchfield", page on the website. Missy will research.**
- **Kitu from SMART COMM. To achieve Gold Standard, they must create a data base of businesses, the EDC can work with Kitu/SMART.**
- **Create a survey for businesses.**
- Tara will circulate the schedule for next years meeting.

10. Adjourn: Motion to adjourn meeting made by Tara; Lindsay seconded the motion. All voted aye and the motion carried. Meeting adjourned at 8:42 p.m.

Next regular meeting is scheduled for December 13, 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.*