



## LITCHFIELD ECONOMIC DEVELOPMENT COMMISSION

### Regular Meeting Minutes

February 26, 2024

Bantam Annex  
80 Doyle Road  
Bantam, CT 06750

1. Meeting called to order at 6:59 p.m. by Tara-Marie Bares.

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

**ABSENT**     *Regular members:* Lindsey Turner, Shellane Dyer,  
*Alternate members:* ABC Cailyn Paradise

2. Appointment of alternate voting member: Tara B moved to appoint Renee B., unanimous approval.
3. January Minutes edits: Line should read, "Rene assembled workbook of potential funding opportunities". Delete the word 'tentative' in the footer.
4. Motion to approve minutes as amended by Tara , Approved.
5. John Kilty, interested in becoming a member of the EDC.  
Music background, hospitality, small business experiences. Has creative ideas and wants to become a member of the EDC,
6. EDC election of office: Missy L. and Shellane D. to regular members. Selectmen's meeting in March will approve the change in status.
7. Table the vote on new Mission statement approval until full attendance.
8. **Marketing and Branding:**
  - New sell sheet for the Guides was distributed to recruit sponsors: Cleve/Real Estate, Missy L./YardWork, Tara B./Bank, Michele M./Region 20.
  - Litchfield Guides will be given to restaurants for restaurant week. Posters and Guides will be available for pick up at the Town Hall to promote the event.
  - Launch the Seasonal Itinerary by Fall.
  - Need a list of new home addresses from 2024 to deliver Guides to.
  - "Litchfield Exchange" video showcase series. Tara is presenting at the March LABA meeting on the topic. Recruiting interest. Targeting a May date to begin, and articulating a calendar year. Part of the discussion was how to select the businesses we video: Oldest 1st, random, put out a call?

9. **The unofficial "Finance Committee":** Re. New funding opportunities. Renee and Tara compiling a workbook. Tara discovered that Litchfield budgets the least amount of \$\$ to the EDC of any community around.

How much \$\$ do we need annually?

Grant deadlines/quarter. List of Grantors; list of grant needs. Roadmap Strategy meeting had some numbers attached to initiatives. Prioritize. Identifying goals and their costs will facilitate grant requests. Tara B. concluded that we need to devote time at the March meeting to continuing the Roadmap Strategy sessions to determine those goals and directions.

10. **Internship for HS students on EDC** re research and video creation. Tara B. created an Outline of the proposal, Michele M. will turn the outline into a curriculum.

11. **New Business**

- Raz (Public Works Dept.) would like up to promote the Greenway
- Collaborations with Historical Society/History Museum on Meadow events will begin with the LAC meeting next week where planning starts on a plain air event. Michele M. shared the discussion she had with Jessica Jenkins, Litchfield Historical Society director, re. events that could take place at the Law School/Meadow.  
She proposed a Christmas Committee be set up to expand the Holiday Stroll concept: Historical District Homes-Deck the Front Door, Dickensian Christmas at the Law School with Mr. & Mrs. Santa, a Christmas Market.
- Proposal to develop a Music Series of Performances in Churches, house concerts, busking around town in spring/summer/early fall. John Kitty proposed the idea, the prospective member of the EDC.

12. **Information Booth** Who is going to staff it? Renee needs coordinating help. Does the EDC want to take it on again. Put out a call for volunteers on our platforms. Time to ask the borough for the annual permission to run the booth.

Tara B. called for adjournment at 8:38, Missy L. seconded.

Next meeting scheduled for March 27, 2024, 7:00 pm, Bantam Annex.

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.*