

SPECIAL MEETING
THE LITCHFIELD'S 300TH ANNIVERSARY EXECUTIVE COMMITTEE
July 5, 2017

The first meeting of The Litchfield's 300th Anniversary Executive Committee was held on Wednesday, July 5, 2017 at the Litchfield Borough Office at 28 Russell St. Committee members present were Lee Losee and Lynn Brickley, co-chairmen; Lisa Losee, secretary; Robert D'Andrea, Gerald Perusse, Cleve Fuessenich, and Cathy Fields, ex-officio; absent were Peter Vermilyea, Leo Paul Jr. and Ann Combs, both ex-officios. Members of the public in attendance included Paula and James Rolleston, Bryan and Kim Simmons, Eileen Schmidt and John McKenna.

Call to Order: Lee Losee, co-chair, called the meeting to order at 7:02 p.m.

Introduction: Lynn Brickley, co-chair led the introduction of committee members to the public at hand. She explained that there had previously been a preliminary meeting to propose and act on members of the executive board and copies of those minutes were available to anyone interested. The Celebration will include a series of events throughout 2019. The goal of this committee for the remainder of this year will be reaching out to the public and gathering public input as to what events would be of most interest while trying to get as many groups involved as possible from every generation and every area of town including Bantam, Milton, East Litchfield, Northfield and possibly Morris where appropriate, as it was once a part of our town.

Discussion of ideas, events: While no motions were made at this meeting there was much discussion including the following: the hope to have many events spread throughout the year/tapping into already established yearly events to create something special, with the "kick-off" to be the yearly Christmas tree lighting ceremony of 2018 in the center park; a special ornament created; events to 'tap onto' could include the Memorial Day parade, Litchfield Hill's Road Race, Library and Historical Society events, Community Center Annual Gala, Garden Club activities, CJR and White Memorial events for a few; contributions would be made through the Town Finance Department; sponsors would be needed for major events; organizations would have to make their own decisions on involvement and events they may want to support such as the CJR possibly doing a 'special' House Tour; school involvement; must put emphasis on drumming up business for Litchfield and attracting visitors while including as much of the community as possible; Cleve offered a list of non-profits he had gathered, Lynn will add to it and Lisa will help to establish contact information for the various groups so that a letter can be drafted for outreach to them; Lee has been approached by a LABA member with interest to create a website that could be linked to the town and borough sites and to create a logo that can be used for merchandising and advertising etc.; possible contest to come up with Logo design; open Logo contest up for a kids logo as well for kid's events; possible Town sponsored Village Festival; Cleve offered suggestions for dedicating a Revolutionary War monument on the green; Lynn suggested that would be something the DAR or some organization could take on as their 'event', Cathy has a list of names at the Historical Society and offered their assistance as a valuable resource of information; limited financial resources; Gerry will create a budget; don't want to see any divide in town; must talk with organizations to give ideas of what they could do and ask for their ideas and what they want to do; must hire professional marketing person; funds needed for that and to invest in major advertising campaign in media such as CT Magazine, Yankee Magazine etc.; possible grants from the Seherr-Thoss Foundation, Connecticut Community Foundation, Community Foundation of Northwest as well as donations from local businesses; Lynn had spoken to Ann about stationary for proper correspondence; a town-wide survey will be created to gather public ideas and feedback as to what events the community would like included in this town-wide celebration; Lynn reported that Peter had spoken with the school's legacy teacher who would like to be involved as well as the Band and Chorus teachers; fun to get a songwriter to write a song; John McKenna will do some PR to

let people know we are getting started and to contact the Town Clerk's email for information, ideas, offers to volunteer etc.; correspondence to be sent through the Town PO box; members received committee contact information; Lynn and Cleve to work together on non-profit list; have so many valuable resources available through so many residents; commemorative items?; Raffle? Ideas: special cheese or ice cream flavor? Shoe design? Special plant? Special bulb? Special piece of furniture? Pottery?; concert?; Art shows?; objective with any memorabilia sold is to break even, not to make a profit; may need a major fundraiser however; bonfire?, lobster sale?, fireworks?, must see what the public wants; would like to see a special event every month; organizations must be funneled through this committee however so logistics can be managed and so there is not major over-lapping of events; Lee stressed again and all agreed that we want to see participation from all parts of town including Bantam, Milton, Northfield and East Litchfield; all Churches will be invited to participate, at 250th there was a special ecumenical service; LABA would be good to get all stores to enter floats if there were to be a parade; at 250th there was a children's old fashioned costume parade with old world games played; Lynn explained that there were three possible dates for celebration-May 19, 1719 was day the Town became incorporated, 1720 the first settlers began to appear and by 1721 people were living here-the date of incorporation was chosen as the celebration date. Bryan Simmons stressed the importance of programming, marketing and communication, financial management such as setting a budget, organizational management and very important logistics such as traffic control, police presence, medical needs, parking, need for shuttle buses, and scheduling. So important that all events be funneled through this board. All members agreed that there is much to do and meetings will be frequent. The next special meeting will be Tuesday, July 18 at 7 p.m. at the Litchfield Borough Office.

Adjournment: Motion was made and seconded to adjourn meeting and was voted unanimously to do so. Meeting adjourned at 8:02 p.m.

Respectfully submitted,



Lisa A. Losee, Secretary