

LITCHFIELD ECONOMIC DEVELOPMENT COMMISSION

EDC Special Meeting
South Farms 21 Higbie Road Morris, CT 06763
June 14, 2017 6:00 p.m.

Minutes (amended and approved)

Meeting called to order at 6:05 p.m. by Cleve Fuessenich, Acting Chair.

Present- Regular Members: Renée Betar, Kay Carroll, Cleve Fuessenich,, Paula Rolleston and Tom Roman; Alternate Members: Doug Parker, Eileen Schmidt and Anne Haas

Absent – Regular Members: Fred Colson, David Dean and Pamela Orde

Appointment of Alternates: None

Appointment of Acting Secretary: Renée Betar

Public Comment: Morris EDC members: Ben Paletsky (Chair), Bob Kluge and Joe Nash.
Ann Murdica arrived at 6:30 p.m.

- 1) EDC Introductions
 - a. All present shared a few words about themselves and what they bring to their respective EDCs.
- 2) Review ideas for collaboration. A lively exchange focused on:
 - a. Common goal is attracting visitors, businesses and new residents to the area
 - b. Areas of commonality:
 - i. Bantam Lake
 1. Recreation
 2. Agriculture
 - ii. White Memorial Conservation
 - iii. Litchfield 300th Anniversary
 1. 300 years ago Morris was Litchfield
 2. Morris was included in Litchfield's 250th Anniversary.
 3. Lee Losee, one of the leads of the 300th Anniversary task force, agrees that Morris has a lot to contribute.
 4. Ben Paletsky will bring Litchfield 300th Anniversary to Tom Weik at the next Morris Selectmen's meeting.
 - iv. Common voice for tourism
 1. Need a specific marketing campaign for NW CT that attracts visitors from CT as well as those outside CT in metropolitan areas (e.g., Washington, DC and Chicago)
 2. Attract visitors that want day trip destination as well as weekend/extended destination

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3. B. Paletsky: Visitors wanting weekend and extended destination need lodging/hotel development, which requires:
 - a. Friendly zoning regulations
 - b. Tax abatements (both town and state)
 - c. Transportation
 - i. Train is obsolete
 - ii. Need to plan to develop different methods of transportation (e.g., bus, jitney)
- c. What can we do to get the message out about the value of “who we are and why we live and work in NW CT”?
 - i. Find resources. It’s expensive to make an economic development impact in a short period of time.
 - ii. Develop a digital marketing strategy. Perhaps Joe Nash can get this ball rolling.

Next step: Litchfield EDC schedules another joint meeting and invites Morris EDC and Lee Losee for more detailed discussion of Litchfield 300th Anniversary and more.

Motion to adjourn meeting by P. Rolleston; T. Roman seconded the motion, which passed unanimously.

Meeting adjourned at 7:29 p.m.

Respectfully submitted,

Renée Betar, Acting Secretary
Economic Development Commission

Cleve Fuessenich, Acting Chair
Economic Development Commission

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Mission Statement (adopted 5/17/2011)

The Economic Development Commission will stay informed on economic conditions and monitor trends within the Town of Litchfield and make recommendations to appropriate officials and agencies. The commission shall also take action to improve said economic conditions and seek to coordinate with the activities of various related commissions and unofficial organizations to further Litchfield's economic development well being.