



It's Happening Here

TORRINGTON'S NEWSLETTER

ISSUE 6 • AUGUST 2021



WELCOME...

At the start of the month, the City of Torrington has partnered with [ParkMobile](#) to help make paying for parking even easier! [ParkMobile](#) gives you the option to pay for parking right from your cell phone! Hate running back to "feed the meter"? The [ParkMobile](#) app sends you alerts when your parking session is about to expire, so you can easily extend the time right from your phone. Spend less time thinking about parking and more time having fun with your friends. Just look for the zone when you park, enter your license plate, and away you go.

Whether you prefer Apple Pay, PayPal, or just using a specific credit card, [ParkMobile](#) lets you pay for parking your way. Add up to seven different payment methods to your account, or use the [ParkMobile](#) Wallet to pre-load funds into our parking app. Pay for parking by meter or kiosk will still be available, giving you more ways to pay.

While nobody loves to pay for parking, metered parking is an essential management tool to ensure premium parking spaces are available for you, the customer. Studies have identified one of the significant causes of traffic congestion is drivers looking for parking spaces. Metering parking areas encourage people who live or work 8-hour shifts downtown to use their assigned parking areas, leaving the premium parking available for you.

[ParkMobile](#) is a new convenient way for you to pay for parking on your next visit to downtown! There are several ways to pay for parking. Pick the one that's easiest for you:

- Download the ParkMobile app from the App Store or Google Play
- Pay online at [ParkMobile.io](#)
- Text "Park" to 77223
- Use the coin fed meters or parking kiosks

COMMUNITY AND ECONOMIC
DEVELOPMENT

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Sincerely,
Rista Malanca
Director of Economic Development

AN OASIS OF FRESH FOOD

The Torrington Farmer's Market, located at 837 Charles St. on the St Paul's Lutheran Church parking lot, is a haven for people looking for fresh produce at a reasonable price. More than a dozen farmers and vendors from all over Litchfield County arrived early in the morning to set up shop and receive the people with open arms.

The market runs from mid-June through the end of October. Mark Gauger is the head coordinator of the market and has been with the group since 1990, just five years after the market got started. The farmers market is open on Saturdays from 10am to 1pm, and recently a new date has been added for Tuesdays from 3-6pm.

For the past six years, the market has been able to flourish at the church parking lot. The last location they were in was at the old SkyTop lanes lot. After developers purchased the property, the market had to find elsewhere to call home. Luckily, they

got in touch with the Lutheran Church, and they have been a great host to the market ever since. "The market is in a good location," says Mark, "We have a lot of stuff, and we needed plenty of space to include everyone." The market boasts various fresh fruit and vegetables, baked goods, local maple syrup, and different small vendors selling things from books to soaps and even dog treats. Not all the vendors are present throughout the market season, as many have yet to harvest their crops or show up periodically throughout the market season. The market is open to all who wish to participate, and vendors do not need to pay a fee to sell their goods. However, the farmer's market is exclusively for producers only; in other words, you must produce what you sell.

During the pandemic, the market was still in full swing. The season last year started in mid-July, a month late, but the turnout was great. People were eager to get out of their homes, and the market made that happen. As we enter into a new normal in our society, this year's market has gotten off to a slow start. However, Mark is optimistic that the market will gradually pick up speed and succeed as last year's market. "You have to be consistent," says



Mark Gauger
Market Director



Mark, **"Unless there is a hurricane, we are generally going to be open."**

The farmer's market is only one component of a farmer's sales. Whether they do a CSA, Wholesaling, or anything else, none of the farmers present are relying on the market alone for profit. The market is simply a means to ensure the farm is sustainable. Mark expressed how a need for more farmers is necessary to keep the farmer's market going. "None of us are getting any younger."

The community has embraced the market, and Mark says the people of Torrington have been good to them. A core group exists and, every week shows up and by the available produce.

Even on a bad day, there are still a few people that show up.

The farmers have a good relationship with the clients, offering recommendations on how to prep a particular vegetable or what goes great with what. Because of their good relationship, the local people have taken it upon themselves to spread the word about the market. Mark has no need for any

A TORRINGTON FOOD HAVEN

publicity or marketing tools as the people who want to be there show up.

Also present at the market is a small information tent sponsored by the [Master Gardener Program](#), an extension program offered by the University of Connecticut. The UConn Extension Master

Gardener Program is an Educational Outreach Program that is part of UConn Extension. The program started in 1978 and consists of horticulture training and an outreach component that focuses on the community. Master Gardeners are enthusiastic, willing to learn and share their knowledge and training with others. Master Gardeners commit time as volunteers working through their local UConn Extension Center and the Bartlett Arboretum in Stamford to provide horticultural-related information to the community. They offer both in-person and online help, supporting anyone from beginners to those who wish to polish their skills in the art of gardening.

For more information on the Farmer's Market, follow their social media pages for the latest news on the market.



A TIME TO BUY A NEW BICYCLE

Dave has been in the bike business for over 40 years. His passion lies with Bikes. As a kid, he was into riding mountain bikes and BMX, and around the age of 17, Dave was beginning to ignite his passion for bike repair. He started his career as a biker repairman and seller back in 1976 at Peddler 2, a former bike shop near Torrington Savings Bank. After several years with

them, Dave moved on to another bike shop named Tommy's, located on Main St. Dave spent almost 30 plus years at that shop until they closed. With the only two bike shops in Torrington closed, Dave ventured off to

nearby Bristol, where he found employment at Bikers Edge.

After a few years with them, the owners of Bikers Edge wanted to open a branch out in Torrington, and in 2009, Dave returned to his hometown to continue his passion. Dave did not believe his love for bikes would evolve into a fulfilling career. "It has been good to me," said Dave about the bike business.

During Covid, when most businesses were closing up shop, Dave saw a massive increase in sales. "People were motivated in buying bikes." Many during the height of the pandemic rekindled their love for biking, while others saw it as an excellent opportunity to start a new hobby. E-bikes have also become the latest trend among new bike riders. Dave has had to renew his knowledge of bike repair to include being an electrician and mechanic.

As we enter into a new phase in the pandemic, Dave has been unable to get his orders into the shop to keep up with the demand. Massive shortages of bike parts have been a common trend across the US as the

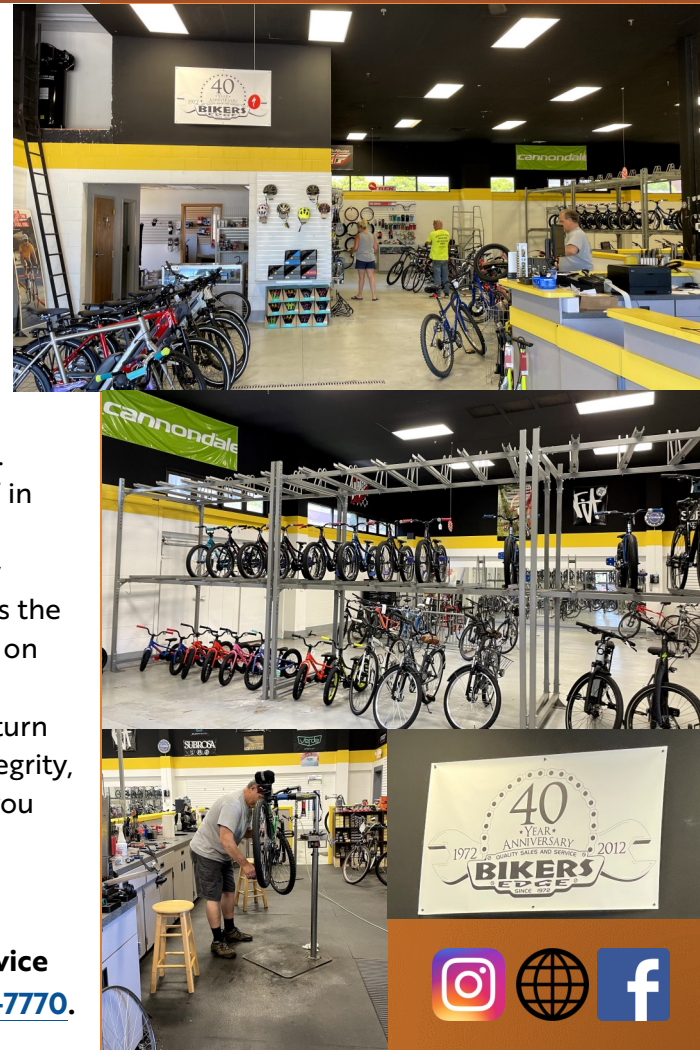


manufactures in Asia have had to close up their factories for some time due to a lack of workers.

On top of that, parts shipments are waiting to be unloaded in California because there are not enough people to unpack everything. As a result, Dave turned to consignment and did more service repairs to keep afloat. However, he is hopeful that everything will get back to normal and keep doing what he loved the most.

At Bikers Edge, they give you honest service beyond expectations. Established in 1972, they started as a small shop with a core belief in riding and living in the moment. Their history and expertise have allowed them to grow, and the folks at Biker Edge are continually striving to improve. Their stores are welcome to everyone who has the desire to share their love of cycling. Whether you are just starting on your journey, have rediscovered your enthusiasm later in life, or participate in races every chance you get, Bikers Edge's goal is to turn every customer into a member of their family. With pride and integrity, they offer exceptional service beyond expectations. The minute you walk through their doors, they guarantee you'll see and feel their passion for cycling.

For more information of Bikers Edge and their exceptional service visit their website at bikersedge.com or call Dave at (860) 496-7770.



TORRINGTON TWILIGHT EXPRESS!

Hop aboard and enjoy a scenic train ride to Torrington on our Torrington Twilight Express! These excursions will take you up the Naugatuck River Valley, over the famed Thomaston Dam, and through the woods to Torrington! Passengers on these trains will not only get to enjoy a trip on the northern part of our line, but will also have a chance to depart the train and spend 2 hours in Torrington to grab dinner, walk around, and enjoy what downtown has to offer on a summer evening!

Itinerary:

4:30 pm: Depart Thomaston Station

5:15 pm: Arrive at Torrington Water St platform

7:30 pm: Passengers visiting Torrington re-board train

7:45 pm: Depart Torrington

8:30 pm: Arrive at Thomaston Station

Note: The Torrington Water St platform is .2 miles and a 5 minute walk from Main St.



WHERE HAIRDRESSING IS HOLISTIC

PLATINUM SALON

The Finest Haircolor & Design



Diane Landrette, owner and stylist at Platinum Salon, has gone out of her way to create a fun atmospheric destination for all things health and beauty. Diane has hairdressing in her blood, literally. Diane is the daughter of two highly talented stylists; her most significant teacher was her mother, Joan Landrette. Joan was the original owner of Fontainebleu, which was in business for 35 years before the salon became known as Platinum Salon. Joan was a proper hair color artist and a pioneer in foiling as far back as the late '60s.



Diane continued her education over the years with extensive hands-on training, completing creative haircutting classes with Paul Mitchell educators in Washington, D.C. She also worked as an educator for Redken, NYC. Diane taught corrective and innovative hair color techniques to New York, New Hampshire, New Jersey, and Connecticut stylists.

Diane is a hair color specialist with particular expertise in corrective hair color and blondes.

Initially located under the Yankee Pedlar Inn, Platinum Salon has long moved out of that space into a beautifully renovated purple Victorian House. Situated on 118 Migeon Ave., Diane and her team have expanded the services they use to provide to create a go-to destination that caters to just about everyone.

Diane introduced a small boutique called, The Violet Underground, dedicated to selling local, artisanal products with a new age feel. Diane only offers a handful of vendors, primarily women-run, and she wished to sell unique things not commonly found at your big box stores. About a month into opening the boutique, Diane brought on Julia Sloan to help rebrand and run the small shop. Julia is the founder of Brazen Betties, a former venue for fashion and arts in Torrington, Connecticut. Brazen Betties promoted talented local designers and artists while bringing much-needed vibrancy to Torrington. Since "retiring" from shopkeeping, Julia Sloan has pursued various

creative endeavors, including jewelry and accessories design and social media marketing and consulting. Through this new partnership, Diane is excited about the new clientele this will bring to the salon. Julia plans to introduce men's accessories to the current line up of products as well as more hand-made vintage pieces.

"We wanted to put out good vibes with a sense of humor", said Julia about the types of clothing and printed tee's offered at the boutique.

A new service offered at the salon is manicures and pedicures offered through another partnership with Nails by Cristal. Towards the far end of the salon, you will find Cristal, an experienced manicurist. This model of business allows you to get your hair done and your nails all under one roof.

A new venture Diane is soon to launch is a healthy smoothie bar at the salon entrance. This bar will offer healthy smoothie combinations, using only

less than 1% of dairy products, and all smoothies will be under 220 calories. The smoothie bar will provide nutritional supplements that will benefit hair, skin, and nails. Diane is almost at the final stages of getting the bar up and running. After the health inspector gives the ok, Diane plans a launch party for the boutique and smoothie bar at some point. Covid has delayed that event and other events they have planned for the salon.

Although Covid has affected almost every industry in Torrington, Diane was not too worried as Platinum Salon has a steady, loyal base that keeps coming back. **"After CT lifted the Covid restrictions, this place has been busy,"** says Diane. Because of the new location, most of the clientele have been from the traffic of people coming into town from Goshen, Cannon, Norfolk, and the surrounding areas. **"The house attracts people,"** pointing to the fact that the salon's facade is a vibrant purple hue.

Diane recounted the time an older woman came walking



from her assisted living facility nearby just because she wanted to verify that the house was indeed purple. Although the move to Migeon Ave. was out of necessity, in the end, businesses have never been better for Diane and her team.

Platinum Salon has an eclectic group of the most talented artists in the industry. Their stylists are constantly furthering their educations by attending the most current international hair shows and classes. Platinum Salon is conveniently located in downtown Torrington in a renovated Victorian on 118 Migeon Ave. From babies to seniors, mohawks to set, all incomes and ethnic groups, Platinum Salon care for them all.

For more information about Platinum Salon and their services, visit their website at www.platinumsalon1.com or call them at 860-482-1122.

Walk-in's are welcomed!

Everyone loved him. People commented all the time how lucky I was. Strangers complimented him to me every time we went out. But in my home, the abuse was insidious. The threats were personal. The terror was real.
And yet I stayed.

When I tried to get help, I was counseled to consider carefully how what I said might affect his career.
And so I kept my mouth shut and stayed.

I was told, yes, he was deeply flawed, but then again so was I.
And so I worked on myself and stayed.

If he was a monster all the time, perhaps it would have been easier to leave. But he could be kind and sensitive.
And so I stayed.

He cried and apologized.
And so I stayed.

He offered to get help and even went to a few counseling sessions and therapy groups
And so I stayed.

He belittled my intelligence and destroyed my confidence.
And so I stayed.

Friends and clergy didn't believe me.
And so I stayed.

I was pregnant.
And so I stayed.

the pregnancy and became depressed.
And so I stayed.



- Jennie Willoughby

Susan B. Anthony 860.482.7133
Domestic Violence 888.774.2900
Sexual Assault 888.999.5545



CITY OF TORRINGTON CT

Police Department

TPD AUGUST MESSAGE

WILLIAM R. BALDWIN JR.
Police Chief



We continue to be in the midst of the COVID crisis that affects our everyday life as it relates to our comings and goings. Mask mandates, vaccinations, booster shots and the like seem to take on center stage in the daily news stories from which many of us get our information. While many good things have come out of the COVID crisis that is beneficial to many of us, there are also many negative things that have occurred. One such issue is the numerous scams and frauds that are occurring nationwide. We have all received those annoying phone calls from, "who knows", and when we answer these calls, we find out that our warranties on some Suzuki product that we don't even own, has expired. There are many other phone scams that many people are falling victim to.

According to a recent US News and World report article, the most common scams that are currently making the rounds are:

- Threatening calls from the IRS.
- Technical support calls.
- Fake charity appeals.
- Lottery scams.
- Family members in peril.
- Bank fraud calls.
- Insurance, health care and debt scams.
- Website password requests.
- Fake customer requests.
- Other urgent requests.

Information technology in the form of the internet, emails, and cellphones, etc. is a marvelous thing, but it has also become a technology that criminals use to try and take advantage of many of us. Another warning for email users is to be very careful in clicking on suspicious links from fictitious companies that look legitimate. If there is ever a concern, call the company to determine if there is in fact a problem. Companies will also generally mail you a letter if they can't get a hold of you by other means. Many times, these computer links lead to a malware or bad site that will affect your computer with a virus and subject your personal information to be hacked. Also, one of the newer scams that are occurring are fictitious texts to your phone. Again, don't open or click on the link if the text is unfamiliar to you.

The most targeted group is our senior citizens who have grown up with honor and respect for one another leading to a form of trust that does not seem to exist with the younger generations. Many of the younger generations are somewhat suspicious of current times and rightly so. They question when they don't know the answer and they have an eagerness to learn why things happen, wanting to understand the "why" of this or that. While I speak of our seniors as being most targeted, the younger generations are not immune as many are also somewhat naïve. In fact, we are all potential victims. The bottom line is that when something seems suspicious, it generally is. It's just like the old saying goes: "If it seems too good to be true, it usually is."

It is extremely important that when you receive a phone call about a potential issue, that you question the caller concerning what is being offered. **NEVER** give out any personal information, such as your date of birth, social security number and basic information about yourself or family, or even the type of car that you drive which is what some of these warranty scams are trying to solicit from you. The simplest way to deal with these callers, is to just hang up or disconnect the call. Also, don't answer an incoming call that is just identified by a phone number and is not on your phone's contact list. If it's someone who wishes to contact you for legitimate reasons, they will leave a voice message that you can listen to which will allow you to verify if the message is legitimate.

I also want to mention that the State of Connecticut has just recently activated the State Elder Hotline that is available to assist older adults to help them navigate the many state services that are available. This service is provided through the state Attorney General's, Consumer Assistance Unit. Various resources are online at [Elder Hotline](#) or you can call the elder Justice Hotline at 1-860-808-5555.

Also, below are some miscellaneous websites that are available to learn more about scams and frauds that are taking place and what to do about them should you become a victim. As always, report suspicious activity to the Torrington Police Department. The more informed you are as to what is happening around you concerning these issues, the better prepared you will be to avoid becoming a victim.

Chief Bill Baldwin

Useful Links:

[Phone Scams | FTC Consumer Information](#)

[BBB Tips: 10 Steps to Avoid Scams](#)

[Common Scams and Frauds | USAGov](#)

"DEDICATED PEOPLE HELPING PEOPLE"



CITY OF TORRINGTON CT
Police Department

576 MAIN STREET • TORRINGTON, CT 06790 • PHONE: 860-489-2007

COMMUNITY BULLETIN

TAP ICONS FOR MORE INFO.

Come be part of one of the largest community-based environmental campaigns in the World!

Clean Up



the World

Join us for Torrington's 7th Annual
"Clean Up The World" Community Cleanup Day



Gloves &
trash bags
will be
provided

Saturday, September 18, 2021, 9:00AM
Registration will be at Coe Memorial Park
101 Litchfield Street, Torrington

9am-Noon: Clean Up
Noon -1: Volunteer Lunch

TORRINGTON LIBRARY
ENGAGING • ENRICHING • EMPOWERING



MONTHLY
PROGRAMS



Torrington Historical Society

EVENTS PAGE



SEPTEMBER 7TH, 4-8 PM
436 Main St. • Winsted • 860-379-0559
www.nouaimbistro.com

SEPTEMBER 14TH, 4-8 PM
21 Main St. • Torrington • 860-956-0221
www.facebook.com/lysonfamiliesweets

SEPTEMBER 21ST, 4-8 PM
231 High St. • Torrington • 860-489-0758
www.torringtonthaicuisine.com

SEPTEMBER 28TH, 4-8 PM
258 Main St. • Torrington • 860-489-6656
www.anthonystorrington.com



VENTIANE THAI CUISINE

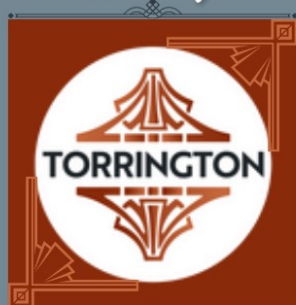
Anthony's

A portion of all dine-in and carry-out orders will benefit St. John Paul the Great Academy.



franklin
plaza
EVENTS PAGE

It's Happening Here



EVENTS PAGE



MEETING SCHEDULE

COMMUNITY BULLETIN

TAP ICONS FOR MORE INFO.



WANT TO BE FEATURED IN OUR NEXT EDITION?

Send us an email with a
brief description of your
business/organization.



TAP TO EMAIL



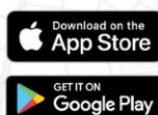
Giving you more ways to pay.



Ways to Pay



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ParkMobile.io



Text "Park"
to # on Sign



Pay with
Google Pay®



BUSINESS RESOURCES



U.S. Small Business
Administration

SBA Restaurant Revitalization Fund



BETSY PAYNTER

SMALL BUSINESS OUTREACH
CONSULTANT



TAP TO EMAIL



TAP TO CALL

COVID-19 RESOURCES



Hartford
HealthCare



TESTING
FOR
COVID-19



COVID-19
VACCINE

State of CT COVID-19 Guidelines