the district
new london historic waterfront

Staff Profile

Barbara Lipsche, Web Content Manager

Barbara Lipsche joined New London Main Street in the spring of 2010. Her responsibilities include maintaining and marketing Main Street's extensive website, updating the District's property database, and serving on the Economic Enhancement Committee, which works to improve the economic climate of The District.

A Waterford native, Barbara moved to New London nearly ten years ago and joined Main Street shortly after she graduated from the University of Connecticut. Since her involvement with the organization, Barbara has assisted in a number of special events sponsored by Main Street, including quarterly professional mixers that bring regional professionals to downtown venues and facilitated monthly merchant meetings that provide educational resources and foster communication and collaboration between downtown business owners.

Barbara particularly enjoys helping the community through her work at New London Main Street and learning about economic development to improve the business climate in the District. She hopes that through her efforts with the website and new media technology that more people will discover the District and make New London stand out in people's minds as a unique and special place, as it continues to grow and flourish.

Barbara has a Bachelor's Degree in English, and loves to practice yoga, read, write, and frequent the many interesting venues located downtown. She currently lives in New London.