**Town of New Fairfield**

**4 Brush Hill Road**

**New Fairfield, Connecticut**

**ECONOMIC DEVELOPMENT COMMISSION**

**REGULAR MEETING**

**MINUTES**

**Monday, March 15, 2021**

*(These minutes are not final until approved by the EDC)*

Present: Myke Furhman

Mark Werner

Kathleen DiTullio

Michael Kiviat

Gregory Manning

James Kloos

**1. Call to Order**

The meeting was called to order at 7:32 pm by Mr. Furhman.

**2. Pledge of Allegiance**

**3. Approval of Minutes – February 17, 2021 Regular Meeting**

*Mr. Furhman moved to approve the minutes, seconded by Mr. Werner.*

Ms. DiTullio made a change in item 7, fourth paragraph to remove "Mary Arnold" and to replace it with "to be in touch with the new owner of Bright Beginnings."

*The minutes as amended were passed 5-0-1.*

*Aye: Werner, Manning, Furhman, DiTullio, Kiviat*

*Abstain: Kloos*

**4. Opening Public Comment & Participation**

There was no public comment

**5. Correspondence & Announcements**

Mr. Furhman had communicated to the Commission prior but announced publicly of the passing of Ellen Perle who was a dedicated member of the community as well as this Commission.

Mr. Werner, Ms. DiTullio and Mr. Manning all agreed she would be missed.

**OLD BUSINESS**

**6. Beautification Project – Signs Update**

Mr. Manning spoke to the engineer out of Thomaston about the welcome sign to be placed at the intersection of Route 39 and Mill Town Rd. She then directed him to a state level person who he sent an email to but has not heard back. He is hoping to get traction on this within a week or so.

(Mr. Manning's internet connection was disrupted at this point.)

**7. Local Business Promotion - Video project**

Mr. Furhman said Mr. Kiviat had spoken to Bruno's about doing a video. Mr. Furhman would like to do a round of videos this Friday. Mr. Kiviat said the owners of Bruno's work Saturday and Sunday. Mr. Furhman said Gill's will do a video as well. Ms. DiTullio said she would speak to Dr. Emily. Mr. Furhman said he would keep Friday and Monday open and each video takes about one hour to shoot.

Mr. Manning was able to rejoin the meeting and said Holy Yoga was interested in doing a video.

Mr. Furhman noted organically that the videos have been getting about 5,000 hits and he will kick off the boosts after the 19th when more of the Covid restrictions will be lifted.

Mr. Manning having rejoined the meeting said he hoped to have more clarity around the erecting of the welcome sign. He will have to reach back out to Public Works regarding the size of the sign and the material used such as wood or metal.

**8. Municipal Tax Relief / Incentives/Small Business Grants**

Mr. Furhman said the item that the EDC can discuss and perhaps make some progress on is the small business grants. He and Mr. Werner will work on a draft proposal to present to the Board of Selectmen.

**9. eCommerce Safe Exchange Parking**

Mr. Werner said the First Selectman checked with the Resident Sergeant about allowing two spaces to serve as E-commerce spots. The Resident Sergeant said the police department does not monitor activity in the parking lot but he would allow the signs to be posted. Mr. Werner researched the various sign possibilities and almost all say "under video surveillance" but he did find one that said "E-commerce exchange zone." He said the signs are 12x18 with a blue background and are considered highway quality signs. They are about $28 each with shipping cost of $24.

Mr. Werner was suggesting a motion to purchase the signs for Public Works to install. Mr. Furhman said the motion should include the cost of the posts in case Public Works needs the funding to come from the EDC budget.

Mr. Manning said he could not believe the front of the Police Department would not be under video surveillance. He said the spots in view of surveillance could constitute under surveillance. He said he knew that the police would not always be standing in the parking lot. Mr. Werner said he would speak to the First Selectman about the video surveillance and get more specific.

Mr. Kiviat said this is a great initiative that Mr. Werner spearheaded and would be a great photo op.

*Mr. Furhman moved to approve the purchase of two signs and two posts, not to exceed $250, to be installed at the Police Department parking lot with the signs language to be contingent on security available outside the station, seconded by Mr. Manning and passed unanimously.*

*Aye: Werner, Furhman, DiTullio, Kiviat, Manning, Kloos*

**10. Branding/Logo/Seal discussion**

Mr. Furhman said this sort of got pushed to the back burner during the budget presentations so maybe this could be added to the discussion with the First Selectman. Mr. Manning asked if anyone had reached out to a third party for new graphics.

Mr. Kiviat said he had spoken to a graphic designer in New Fairfield that is interested in working on this project. Mr. Furhman asked if it would be a volunteer effort or paid and Mr. Kiviat said he did not discuss that with them yet.

Mr. Furhman said he, Mr. Kiviat and the designer could have a phone conversation to discuss a conceptual design.

Mr. Kloos said he spoke to his sister and said he did not talk about the seal so much as the rebranding. Mr. Furhman said his hope is that whatever seal they can design will be put on street signs, for example.

Mr. Kloos thought the branding logo could be something simple like a picture of Candlewood Lake and then signage pointing to the business district or other points of interest.

Mr. Furhman said that could just be a new brand identity for the business district. He asked both Mr. Kiviat and Mr. Kloos to reach out for a conceptual phase conversation.

**11. CT-37 Danbury and New Fairfield Corridor Study**

Mr. Kloos said during the corridor study they discussed trail around the Marjorie Reservoir where three trail proposals were discussed including one on the street, one around the reservoir which has environmental issues and a hybrid plan partially on the road and partially around the reservoir.

State Representative Ken Gucker is introducing a bill for design work for a trail on the eastern side of the reservoir which will be a 10' wide trail. It will tie into the dog park and will be about 2.5 miles to the New Fairfield Food Center. Mr. Kloos read the article that had been published in the New Times.

**NEW BUSINESS**

Mr. Manning said he had taken part in a meeting where the Executive Director of the Newtown Chamber of Commerce spoke about things that were going on in Newtown. They are hosting a pop up shop behind town hall with vendors but no food vendors. They will have a small dance studio for kids outside. The hiking trails are a big draw in Newtown and there is a focus on outdoor recreation and staying in town after hiking, for instance. They held a laser light show which sold out and they had to add days. Mr. Furhman said it was good if you had small kids. It was held around the grounds of Fairfield Hills and was a drive around event.

Mr. Manning said each EDC member should think about one event that can be a draw for families or people to come to New Fairfield during the summer. Maybe there could be drive in movies. Mr. Furhman said Parks and Recreation was going to do a drive in and it never came to be, so perhaps the EDC could plan it.

Mr. Manning suggested this be put on the agenda for future meetings to discuss ideas.

**12. Closing Public Comment**

**13. Adjournment**

*Mr. Furhman moved to adjourn the meeting at 8:41 pm, seconded by Mr. Werner and passed unanimously.*

*Aye: Furhman, DiTullio, Kiviat, Manning, Werner, Kloos*

Minutes recorded by:



Recording Secretary

Received by Email on 3/16/2021 @ 9:38 pm

by Pamela J. Dohan, Town Clerk, New Fairfield