## **Logo, company name Description automatically generatedTown of New Fairfield**

**4 Brush Hill Road**

**New Fairfield, Connecticut**

**ECONOMIC DEVELOPMENT COMMISSION**

**REGULAR MEETING MINUTES**

**Monday, June 21, 2021**

**Present:** Greg Manning

Kathleen DiTullio

Mark Werner

James Kloos

Michael Kiviat

1. **Call to Order**

The meeting was called to order at 7:36 pm by Mr. Kloos.

**2. Pledge of Allegiance**

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

*Mr. Kloos moved to approve the minutes of May 17, 2021, seconded by Ms. DiTullio and passed 4-0-1*

*Aye: DiTullio, Werner, Kloos, Kiviat*

*Abstain: Manning.*

**4. Opening Public Comment & Participation**

There were none.

**5. Correspondence & Announcements**

Mr. Manning suggested the Commission should begin to find a new commission member to get the EDC up to full strength.

**OLD BUSINESS**

**6. Beautification Project – Signs Update**

Mr. Manning finally got traction after struggling to connect with the State - they have finally connected. He was able to submit two encroachment permits - one for Milltown Road and one for Haviland Hollow. He thought it would be less than a month to go through the process. The original draft version of the sign was Welcome to New Fairfield would be in white lettering with a shoreline image of Candlewood Lake. He said the next steps would probably be to contact Public Works and reach out to East Coast Signs. He said he may ask for a special meeting to get final design and cost approved.

Mr. Werner asked if the state is done once they send the permit and Mr. Manning said he was not sure the Town would have to send a final design once they get the permit.

Ms. DiTullio asked if the logo designs as approved at the last meeting would be incorporated into the sign. Mr. Manning said he would ask for renditions from the sign company.

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

Mr. Kloos said there have been a handful of videos done. Ms. DiTullio said they have done the new orthodontist which got 2,900 hits; Holy Yoga; Village Hardware; and Biscotti's.

Mr. Kloos noted First Selectperson Del Monaco wanted to get the videos posted on the Town website. Mr. Manning said the 440 video is on the EDC page. Mr. Werner said the Town website has some old videos.

**8. Small Business Grants**

Mr. Kloos said at the last meeting First Selectperson Del Monaco was talking about the American Rescue Plan and she wanted some representation from EDC so Mr. Kloos and Mr. Kiviat said they would join. Neither has heard anything yet.

**9. Branding/Logo Update**

Mr. Kiviat thought this was left off at paying Douglass Ridgeway for his design work. Mr. Manning loved the new design and asked what the commissions thought were on how to use it. Ms. DiTullio suggested the use should be cohesive across multiple platforms. Mr. Kloos suggested a subcommittee should be formed to discuss promotion. Mr. Manning said there are lots of things that would need refreshing. Maybe EDC could order some stickers that could be handed out at every event. Mr. Kiviat suggested a press release.

Mr. Manning said he is spearheading the signs so he should be reached out to for that but someone should spearhead this. Mr. Kloos said he would spearhead this subcommittee and Mr. Kiviat said he would work on this committee.

Mr. Kloos moved to form a subcommittee to plan promotion of the new Town logo, the committee to include Mr. Kloos and Mr. Kiviat, seconded by Ms. DiTullio and passed unanimously.

**10. Family Event Discussion to draw people to New Fairfield**

Mr. Kloos said they had some discussion about doing an event such as Oktoberfest. Mr. Manning said the idea is to try to get people to come to Town. He said Parks and Recreation is trying to generate foot traffic, he asked what EDC can do to plan and execute an event to help promote business.

Bobbi Ridgeway said she has been to Hudson, New York where they celebrate flag day with a parade and a lot of people come out. Mr. Manning said New Fairfield is one of a few communities that does a Fourth of July parade.

Ms. DiTullio suggested something like a healthy kids running program or a scavenger hunt utilizing the outdoor parks.

Ms. DiTullio mentioned the sign she had seen at a field house which showed what the community she was in had to offer. Mr. Manning asked if the running program Ms. DiTullio was thinking about would be in the downtown or at the high school and she answered the high school.

Ms. DiTullio said if the commission was going to sponsor an Oktoberfest they need to start the planning now. Mr. Manning said he would reach out to Parks and Recreation to determine their fall schedule of events.

Mr. Ridgeway said it sounded like the Town might be trying to juggle events and perhaps that needed an umbrella branding of the fall festivals. Mr. Manning said that was a great idea – October is New Fairfield month.

Mr. Kiviat asked if New Fairfield had ever done a restaurant week with a price fixe menu – he suggested that might be a draw for people to try a new restaurant. Mr. Manning and Mr. Ridgeway suggested nothing needed to be a whole week, it could just be a few days, which might inspire people to get involved if the time line is shorter.

**NEW BUSINESS**

**11. New and Prospective Businesses**

Mr. Werner said there is a new taco truck in Town that he tried and the food was very good. Mr. Manning said New Fairfield missed out on a potential opportunity to get a brewery in Town because they found a spot in Danbury and according to the newspaper Danbury jumped through hoops to get them to move there. He suggested New Fairfield could be a spot for a brewery and thought the EDC needs to do what it can to reach out to realtors and town officials about business ideas.

Mr. Werner asked what the EDCs comfort level was with the way the Town’s processes work and Mr. Manning suggested having the new deli owner come in to talk about their experience.

**12. New Fairfield Town Postcard**

Ms. DiTullio said she needed a mock up to get a quote on printing. Mr. Kiviat suggested Mr. Ridgeway could be recruited to assist with this project. Mr. Ridgeway said he would be up for helping on this.

**13. EDC Commission Participation in upcoming New Fairfield Events (July 4 parade, Sip & Stroll, etc.)**

Mr. Kloos said the next event is the July 4th parade which the Lions Club is hosting, he thought a float could be put into the parade but the manpower might not be available. He suggested maybe a car be put in the parade with the new logo on it. Ms. DiTullio thought it might be too to participate in the July 4th parade but Sip & Stroll could be a place for EDC and maybe EDC could sponsor a holiday window decorating contest.

**14. Potential Signage at High School (per Kathleen DiTullio photo)**

Ms. DiTullio said she saw the sign she had e-mailed out earlier this month at a lacrosse tournament and she thought it was a good idea for visitors to see what New Fairfield has to offer. Mr. Manning thought they could also put up Thank You For Shopping Local signs on existing signs. Mr. Manning said the high school sign might be easier to put up because it is not State property.

**15. Closing Public Comment**

Ms. DiTullio noted that next month the Town meetings go back to in person. Mr. Manning invited Mr. Ridgeway to attend any meetings he would like to attend.

**16. Adjournment**

*Mr. Kloos moved to adjourn the meeting at 8:57 pm, seconded by Mr. Werner and passed unanimously.*

Minutes recorded by:



Recording Secretary

Received by Email on 6/23/2021 @ 11:34 am

by Pamela J. Dohan, Town Clerk, New Fairfield