



**Town of New Fairfield
4 Brush Hill Road
New Fairfield, Connecticut**



**ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING MINUTES
Monday, October 18, 2021**

Present: Myke Furhman
Greg Manning
Kathleen DiTullio
Mark Werner
James Kloos
Michael Kiviat
Andrew Balbos

1. Call to Order

The meeting was called to order at 7:33 pm by Mr. Furhman.

2. Pledge of Allegiance

3. Approval of Minutes – September 20, 2021 Regular Meeting

Mr. Werner moved to approve the minutes of September 20th, seconded by Ms. DiTullio and passed unanimously.

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

4. Opening Public Comment & Participation

There was none.

5. Correspondence & Announcements

Mr. Furhman welcomed Andrew Balbos as a new member to the EDC and asked him to introduce himself. Mr. Balbos said he has lived in New Fairfield for 30 years and is an attorney in Danbury specializing in individuals and small business in all chapters of bankruptcy.

OLD BUSINESS

6. Beautification Project – Signs Update

Mr. Manning said he and Evan White, Zoning Officer, will be meeting this week to discuss opportunities where signs can be placed without having to go through the State of Connecticut. He will help locate Town owned properties where signs could be placed.

He noted the Welcome to New Fairfield sign in the center of Town has been given a facelift as Public Works took down the bush that had overgrown the sign. Mr. Furhman worked with Pat DelMonaco to decorate the sign and Public Works will give it a paint job.

The sign heading into New Fairfield from the Danbury areas has been dressed up with haybales, mums, etc. The only outstanding item with that sign is a "Welcome to" or "Welcome" placed on top of that sign.

Ms. DiTullio said she had spoken to Claire Luks and she has set up high school kids that need community service and senior citizens to rehab the planting beds in places in Town. The clean up will be the first weekend in November with plantings being done in Spring.

7. Small Business Grants/ARPA Funding

Mr. Furhman said the next workshop for determining how to spend the ARPA funding will be on October 25th with the chairs of departments and commissions in Town. He said he is pushing to spend some funding on making the downtown more business friendly. He asked if other members had suggestions, Mr. Kiviat suggested the lighting around Town on the sidewalks could be better. Mr. Furhman said a higher level of beautification and downtown improvements such as walking trails and better parking should be considered.

Ms. DiTullio asked if the Town was purchasing the property behind the Memorial Field and would that fall under this grant. Mr. Werner said this purchase is pending Board of Finance approval, Board of Selectman approval and then a Town vote but it is outside the ARPA funding. Ms. DiTullio said she would love to see a temporary ice skating rink. Mr. Furhman said that is not as expensive as it sounds and synthetic ice could be used for year round use. He said he was driving along the Upper East Side of New York not too long ago and he saw folks playing hockey.

Mr. Manning said he would like to see the gazebo changed on Memorial Field so that it could have more of a unobstructed stage set up as he had been to a concert there and the front fencing inhibits the view.

Mr. Kiviat asked if there could be a viewing spot at the reservoir behind Johnny's and Mr. Furhman said he believed that was all private property.

8. EDC Sponsored Carol Sing Update

Mr. Furhman suggested a subcommittee be put together to work out the details of this event. Mr. Manning said he had spoken to the Parks and Recreation office to confirm their participation in the Trick or Treat event and to let her know about the Sing Along scheduled for December 11th with a raindate of the 12th. The Parks and Recreation department said EDC should discuss will they supply tables for vendors, is anyone allowed to drive on Memorial Field at that time, and reaching out to the Director of Health about any Covid restrictions.

Mr. Furhman asked if there were three volunteers to work out the details of this event and Mr. Kiviat, Mr. Kloos and Ms. DiTullio said they would serve. Mr. Furhman said the short term issues are vendors, health department advice, event logistics - mic, PA, etc, and advertising. Mr. Kiviat asked if there was a budget and Mr. Furhman said the event budget was \$500. Mr. Manning suggested there should be a give away such as a candy cane. Mr. Furhman suggested the subcommittee meet this Wednesday at 3:30 pm and a special meeting was set for this week.

9. New Fairfield Town Postcard/Sticker Update

Mr. Furhman asked Mr. Kloos to get pricing on the sticker with the new logo. Mr. Kloos said he and Mr. Kiviat could go to Godfather and asked what the budget was. Mr. Werner said he thought it was up to \$200. Ms. DiTullio asked if there was a requirement to get multiple bids and Mr. Furhman said this budgetary amount was not near the bidding threshold but more than one quote could be sought.

Ms. DiTullio said she showed the postcard to several realtors and most loved the idea. Some of the feedback included changing the proximity to close to Stamford and Greenwich versus Hartford and New Haven. One also suggested a montage of the windmill, Squatz Pond and Downtown. Some asked if they could use the postcard for their own marketing purposes. In terms of the commercial card, the one realtor she showed it to did not like the idea of the old hardware store since it is gone. Mr. Furhman said he liked the hardware store

and Mr. Manning said he agreed as that was really the staple of what downtown represented. He said he would be going to a commercial broker meeting on Thursday and would seek additional feedback.

10. EDC Commission Participation in upcoming New Fairfield Events

Mr. Manning said the EDC has a table in the trick or treat event for this Friday but he is unable to participate and said Ms. DiTullio needs two more people to sit with her at the event. Mr. Kloos said he would attend and Mr. Balbos said he could help until 5 pm.

11. Signage at High School - DiTullio

Ms. DiTullio said she would be working on a montage to go on this proposed sign. Mr. Manning asked that the image be sent again and brought up during the meeting with Evan White.

12. EDC Newsletter

Mr. Fuhman said he looked at the newsletter and said it looks fantastic. Mr. Kloos said he can use the free version of Mail Chimp to send this out but wondered what was missing and when should this be sent, put it on EDC FaceBook and maybe try to get into the Town Tribune. Mr. Fuhman said press releases could be sent but more would require a partnership with the Town Tribune. Mr. Fuhman suggested putting the Tribune on the e-mail distribution list and the News Times as well. Mr. Kloos suggested a time frame of one or two weeks after the EDC meeting. Mr. Manning said he liked the newsletter and suggested an e-mail be put on the Sing Along vendor request so people would know who to contact. Mr. Manning said the newsletter helped to disseminate information to the EDC constituents. He asked if there was any follow up about the exchange parking spaces at the Police Department that EDC had worked on getting installed. Mr. Werner said he would reach out to see if people have been using the spots as intended.

Old Business

Ms. DiTullio asked if EDC was shelving the videos of businesses and Mr. Fuhman said they need to pick a date and line up some business owners. She also asked if there was a new list of EDC e-mails and contact information and Mr. Kloos said he would put a master list together.

NEW BUSINESS

13. SCORE Presentation

Mr. Fuhman said this would be on the next agenda as the presenter had a family issue arise.

14. New and Prospective Businesses

Mr. Fuhman said they had discussed this throughout the meeting.

15. 2022 Meeting Dates

Mr. Fuhman asked all members to look at their calendars in terms of third Monday holidays which would occur in January, February, April and December.

Mr. Manning asked if EDC wanted to host a Holiday Business Gathering to get feedback for next year's agenda from businesses. Ms. DiTullio suggested maybe waiting until January and possible using the outdoor porch at Icon's which has heaters.

16. Closing Public Comment

There were none.

17. Adjournment

Mr. Furhman moved to adjourn the meeting at 8:42 pm, seconded by Mr. Manning and passed unanimously.

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

Minutes recorded by:

A handwritten signature in blue ink that reads "Stephen R. Badda".

Recording Secretary

Received by Email on 10/20/2021 @ 2:49 pm
by Pamela J. Dohan, Town Clerk, New Fairfield