



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



**ECONOMIC DEVELOPMENT COMMISSION  
SPECIAL MEETING MINUTES  
Wednesday, October 27, 2021 at 3:30 p.m.**

Present: James Kloos  
Kathleen DiTullio  
Michael Kiviat  
Greg Manning

**1. Call to Order**

The meeting was called to order at 3:32 pm by Mr. Kloos.

**2. Planning for EDC Sponsored Community Holiday Sing Along**

Mr. Kloos asked about the insurance, vehicles in the field or vendors in the parking lot, etc.

Mr. Manning said he spoke to Public Works and during that time of the season they would prefer keeping cars off of the field and would defer the vendors to be in the parking lot. They have one set of light towers but maybe more could be borrowed from the soccer club or football team. If Public Works sends their people to help with direction of traffic for Parks and Recreation events they do charge. He said if it is just a matter of turning on the lights, he knows how to do that.

Parks and Recreation suggested the EDC should be covered under the Town's insurance for liability. The police will also charge if they are needed for traffic control though there is a volunteer led group of Fire/Police who can be called to help.

The Health Director said the issue of food is more about crowd control and not having massive crowds. He said the beer garden had crowd control. Mr. Manning did not expect people would come down en masse to the field. He suggested maybe the flyer should say vendors and food will begin at 4:30 pm and the event will start at 5 pm. He said the health director will get on a call if needed to explain the protocols.

The First Selectman will help work with EDC if Police or Public Works is needed.

Mr. Kloos said the newsletter will be going out soon and will have a blurb on the Community Holiday Sing Along. He said it should be posted on FaceBook and maybe there should be signs around Town.

Ms. DiTullio asked about the serving of hot chocolate and Mr. Manning said the health director would prefer that a vendor do that. He did not say no, he just does not want a whole bunch of people congregating. Ms. DiTullio said she would prefer a vendor offer the hot chocolate as well.

Mr. Manning said one issue raised by Public Works was the outlets as all of them will be used for tree lights, etc. Ms. DiTullio said she has a portable generator with plenty of powercords,

Mr. Kloos asked if there an emcee yet and Ms. DiTullio said she had spoken to Carolyn Ronan and tried to get ahold of the Bella's. Mr. Kloos said he could get the contact information for Tammy Dunn.

Mr. Kiviat said he reached out to New Milford to see how they did their carol sing and he learned that they use the high school music department. Ms. DiTullio said she spoke to the man that runs the high school

music department and they have a group of chamber singers that might get involved. She also reached out to the churches.

Mr. Kloos asked about the song books and Mr. Kiviat said he got some prices and the least expensive was Staples but they would still be about \$6.50 per book for a minimum of 100 books. Mr. Kloos said he liked the idea of the QR code. Mr. Kiviat said he found another option which is a booklet which would already be printed and would have 20 songs and could be printed and stapled and would save \$600. He also said the yard signs would cost about \$2.60 per sign.

Ms. DiTullio asked if there would be a cost for traffic control and Mr. Manning said the volunteer Fire/Police would not charge. Ms. DiTullio said she would reach out to Bruce Taylor.

She asked who was handling the vendors. Mr. Kloos said they should do a media blast to solicit vendors. Mr. Manning said Mr. Furhman had reached out to the Food Center and Goodie Shop. Mr. Kiviat said Mr. Furhman was going to make a google doc so all could share who they have recruited. Mr. Kloos said many will receive the newsletter via e-mail soon and Mr. Manning said a personal invite goes a long way to get someone to participate as they are often too busy to respond to e-mails. Mr. Kiviat said he would plan to go around over the weekend to try to get some vendors. Ms. DiTullio said she would go visit the banks.

Mr. Manning asked if Ms. DiTullio had looked into the bells for kids and she said she had not done that yet but it was on her list. He also suggested candy canes to be handed out.

Mr. Kiviat asked about the song list and Ms. DiTullio suggested Mr. Kiviat send the pdf of the song book her found.

Mr. Kiviat said he spoke to the newspaper about advertising - he suggested a small ad to begin with a write up. Mr. Kloos said an ad should be run on the 2nd and 9th prior to the event. Mr. Kloos said when the Lion's Club had an event and participated in a parade they would hand out flyers to attendees along the parade route. Mr. Manning said EDC should make a huge push at the tree lighting on November 27th.

Mr. Manning asked if there should be a co-sponsor and Ms. DiTullio said she could speak to the banks when she went in to let them know about the event. Mr. Manning suggested a \$650 sponsorship to help offset the cost to the EDC.

It was decided to meet again next Wednesday, November 3rd at 3:30 pm.

### **3. Adjournment**

*Ms. DiTullio moved to adjourn the meeting at 4:18 pm, seconded by Mr. Kloos and passed unanimously.  
Aye: Kloos, DiTullio, Kiviat, Manning*

Minutes recorded by:



Recording Secretary

Received by Email on 10/28/2021 @ 3:51 pm  
by Pamela J. Dohan, Town Clerk, New Fairfield