



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



**ECONOMIC DEVELOPMENT COMMISSION  
SPECIAL MEETING MINUTES  
Wednesday, November 10, 2021 at 3:30 p.m.**

Present: Myke Furhman, EDC Chair  
Kathleen DiTullio  
Michael Kiviat  
James Kloos

**1. Call to Order**

The meeting was called to order at 3:30 pm by Mr. Furhman.

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

Mr. Furhman asked Mr. Kiviat to update the committee on marketing and signs. Mr. Kiviat said he got a price on lawn signs from Godfather of about \$14 per sign and an online quote of about \$7 per sign for 25 signs. Mr. Furhman said the choice was to use the local option and pay \$100 more. Mr. Kloos suggested going the less expensive route. Ms. DiTullio said with the money that would be saved perhaps they could put an ad in the Tribune.

*Mr. Furhman moved to change the amount for signs from \$150 to \$200 to promote the Sing Along, seconded by Ms. DiTullio and passed unanimously.  
Aye: DiTullio, Kloos, Furhman, Kiviat*

Mr. Kloos said a handout would be needed for the tree lighting to draw people to the Sing Along. Mr. Furhman suggested a perforated business card size template be purchased from Staples and he could print them with his equipment. He went on the Staples website and found a pack of 200 for \$30 and Mr. Kloos said when the Lions Club did breakfast with Santa he handed out 400 and he always ran out.

*Mr. Furhman moved to authorize an expenditure of \$120 for business card size handouts and toner for the tree lighting as publicity for the Sing Along, seconded by Ms. DiTullio and passed unanimously.  
Aye: DiTullio, Kloos, Furhman, Kiviat*

Mr. Kloos asked what the remaining budget for EDC was since they still wanted to print the New Fairfield EDC stickers and Mr. Furhman said they still had \$2,800 until June of 2022.

Mr. Kloos said he could put the signs up and Mr. Furhman suggested they put them up in New Fairfield, Sherman, Danbury, and the end of Route 7 and 37 intersection.

Ms. DiTullio said she had been in touch with Bruce Taylor from the volunteer Fire/Police but they wanted to know how many people would be needed. Mr. Kloos suggested two or three. Mr. Kiviat said they need to be where people are going to park. Ms. DiTullio said people will probably park at the Post Office, Board of Education, Food Center, Senior Center, etc. Mr. Kloos suggested observing the situation at the tree lighting.

Ms. DiTullio showed the jingle bells and said they are not for children and they don't really jingle. Mr. Furhman suggested they keep looking for a different option.

Ms. DiTullio said she will not be in town on December 11<sup>th</sup>.

Mr. Kloos said they need to find every avenue to publicize including signs, FaceBook, the Town Tribune, etc.

Ms. DiTullio suggested radio and a flyer to be posted in shops and the post office. Mr. Furhman said Facebook is inexpensive and can be targeted. He asked how much an advertisement would cost in the Tribune and Mr. Kloos said he would look into the pricing. Mr. Kloos said no one listens to the radio. Ms. DiTullio said the local stations do spotlights of events. Mr. Furhman said Ethan Carey lives in New Fairfield and maybe he would mention it on his show.

Ms. DiTullio asked about the song list and said it looked good to her. Mr. Furhman said he could buy paper to print the songbook while he is getting the business cards. However if there is a sponsor who is paying for them then the booklet should be more professionally printed.

Mr. Furhman said he is reaching out to local people to lead a song or two. He said Santa will be donating his time but it would be nice to give him a gift of sorts.

Ms. DiTullio asked if Mr. Furhman would be in touch with the High School Chamber Singers and he said he would.

Mr. Furhman asked about vendors and Mr. Kiviat said he had one food vendor and some craft vendors. Mr. Furhman asked if anyone had reached out to Goodies Shop and Mr. Kiviat said he would stop by this weekend.

### **3. Adjournment**

*Mr. Furhman moved to adjourn the meeting at 4:17 pm, seconded by Mr. Kloos and passed unanimously.  
Aye: DiTullio, Kloos, Furhman, Kiviat*

Minutes recorded by:



Recording Secretary

Received by Email on 11/11/2021 @ 9:48 pm  
by Pamela J. Dohan, Town Clerk, New Fairfield