



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



**ECONOMIC DEVELOPMENT COMMISSION
SPECIAL MEETING MINUTES AMENDED
Wednesday, November 17, 2021 at 3:30 p.m.**

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

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

Ms. DiTullio said she put another call into Bruce Taylor about the volunteer Fire Police, Savings Bank of Danbury about their sponsorship and tried WFSB to see if they would publicize the event.

Mr. Manning asked if Ms. DiTullio knew the amount of the check coming from Savings Bank of Danbury and she said she did not know. Both Mr. Manning and Mr. Furhman said they would reach out for potential sponsors this week.

Mr. Furhman said the signs have been ordered and should be in by the weekend. He said Old 37 will have a table with soups and chili.

Mr. Kiviat said Jean Green at the Town Hall reached out to the schools and they will put in advertisement in their newsletter so that will go to every family with kids in New Fairfield Schools.

Mr. Kloos spoke to the Tribune about a color ad and they said for 1/4 page it is \$50 more than black and white, 1/2 page is \$75 more and a full page is \$100 more. Mr. Manning suggested a 1/4 page ad with color. Mr. Kloos said they should run December 2nd and 9th. He said the Tribune would also run an article about the event. Ms. DiTullio said this should also be boosted on FaceBook. There was some discussion about where to put the signs - Intersection of 37 & 39, Saw Mill Road, spots in other Towns on border.

Ms. DiTullio asked about the impact on the EDC budget if they run the ads and Mr. Furhman said the cost so far include the bracelets (\$50), signs (\$200), business card handout (\$75) - approximately \$375 has been spent already. He said the song booklet should be done next week. Mr. Kloos asked if a donation jar could be placed at the sing along to defray costs and Mr. Manning said he would rather have people bring canned goods for the food pantry. Ms. DiTullio said she did not think the EDC could have a taxpayer supported budget and ask for donations on top. Ms. DiTullio asked how much money the EDC would have for the rest of the year and Mr. Furhman said there is about \$2,800 remaining and they have to pay the graphic designer. He said this event should cost about \$800, the postcard should cost about \$1,000 which will leave about \$1,000 for the next six months.

*Mr. Manning moved to authorize the expenditure of \$330 for two advertisements in the Town Tribune, seconded by Ms. DiTullio and passed unanimously.
Aye: DiTullio, Kloos, Furhman, Kiviat, Manning*

Mr. Furhman asked everyone to look at the song list.

3. Discussion of Holiday Decorations for signs – Rt. 37 & Downtown

Mr. Furhman said he would like to sit down with Mr. Manning and Evan White to see what Halas will donate for the sign decorations. Mr. Manning said he would like to include Ms. DiTullio as well. Mr. Furhman said they might need \$20 for lights. Ms. DiTullio said she has lights she is not using.

4. Discussion and possible action on RAW Design Invoice for Postcard and Stickers

Mr. Furhman said the final invoice for the postcard and sticker is \$800.

Mr. Furhman moved to approve the payment of \$800 for the graphic design work, seconded by Mr. Manning and passed unanimously.

5. Adjournment

*Mr. Furhman moved to adjourn the meeting at 4:34 pm, seconded by Ms. DiTullio and passed unanimously.
Aye: DiTullio, Kloos, Furhman, Kiviak, Manning*

Minutes recorded by:



Recording Secretary

Received by Email on 11/19/2021 @ 10:04 am
by Pamela J. Dohan, Town Clerk, New Fairfield