



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



ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING MINUTES
Monday, July 18, 2022 at 7:00 p.m.

Present: Myke Furhman, James Kloos, Michael Kiviat, Kathleen DiTullio, Greg Manning (arrived 7:14 pm)

Mr. Furhman called the meeting to order at 7:03 pm. Followed by the Pledge of Allegiance.

Approval of Minutes – June 20, 2022 Regular Meeting & June 29, 2022 Special Meeting

Mr. Furhman moved to approve the June 20, 2022 regular meeting minutes and the June 29, 2022 special meeting minutes, seconded by Ms. DiTullio and passed 4-0.

Aye: DiTullio, Kloos, Kiviat, Furhman

Opening Public Comment & Participation

There was none.

Correspondence & Announcements

Mr. Furhman said there is still no seventh member of the Commission. Mr. Kloos asked if they should put a feeler out and Mr. Furhman suggested a post on social media and an announcement in the newsletter.

Election of Chair and Vice Chair

Ms. DiTullio moved to nominate Mr. Furhman as Chair and Mr. Kloos as Vice Chair, seconded by Mr. Kiviat and passed unanimously.

Aye: DiTullio, Kloos, Kiviat, Furhman

Beautification Project – Signs Update

Mr. Manning was not yet on the Zoom call to discuss.

New Fairfield Town Postcard/Town Sticker Update

Mr. Furhman said these were ordered. Mr. Kiviat said he has 500 commercial and 500 residential postcards. Ms. DiTullio said she could bring some commercial postcards to commercial brokers and residential postcards to residential brokers.

EDC Commission Participation in upcoming New Fairfield Events

Mr. Kloos said New Fairfield Days is September 17th and EDC could set up a table with their banner and hand out stickers and postcards. Ms. DiTullio said she would like to see games or entertainment – dunk tank, a ride, etc. Mr. Kiviat suggested a raffle to get more email addresses. Mr. Furhman suggested an entry into a raffle might be a receipt from a local business patronized.

Mr. Manning arrived at 7:14 pm.

Mr. Furhman said the EDC could offer a raffle of gift cards but cards purchased from local businesses. Mr. Kloos said they could ask businesses that attend the Business Owner Happy Hour to bring gift cards for the basket. There was discussion about how much to spend on gift cards in the basket and \$225 was the determination.

*Ms. DiTullio moved to spend up to \$225 for gift cards and merchandise from local businesses for the raffle basket for New Fairfield Days for September 17th, seconded by Mr. Furhman and passed unanimously.
Aye: DiTullio, Kloos, Kiviat, Furhman, Manning*

Mr. Kloos said the New Fairfield Days event is not promoted enough and Mr. Furhman said EDC could help promote if Parks and Recreation needed help.

Ms. DiTullio asked Mr. Furhman and Mr. Kiviat what they might want to see at the event since they have young kids. Mr. Furhman said New Milford does a Riverfest and they have face painting, games, live animals, beer garden, food vendors, etc.

ARPA Funding Update/Small Business Grants

Mr. Furhman said the Board of Selectmen is discussing this and EDC should table until more information comes from their discussions.

Electric Vehicle Charging Stations - DiTullio

Ms. DiTullio said she put a call into Charter Realty which is the owner of Stop & Shop's site and has not heard back. She said the septic issue probably needs to be resolved before they do anything. She said she did reach out to the First Selectman about upgrading and relocating the stations behind Town Hall.

Business Happy Hour

Mr. Furhman said the EDC had discussed bringing this event back for August but thought they may be too soon, he suggested perhaps the first week of September. He said the budget for each event has been set for \$250. Ms. DiTullio suggested each attendee be given one ticket for a drink so there is no confusion about who is paying. Mr. Furhman said they should check with the Town Attorney as to how to handle alcohol.

The date suggested was September 8th which is the Thursday after Labor Day with a rain date of Friday. Mr. Kloos suggested a subcommittee should be established and Mr. Kiviat, Ms. DiTullio and Mr. Kloos said they would work on the logistics for the Happy Hour and would form the subcommittee.

Mr. Furhman moved the formation of a Business Owner Happy Hour Subcommittee, seconded by Ms. DiTullio and passed unanimously.

Beautification Project – Signs Update

Mr. Manning said he forwarded the information he received from Newtown to the New Fairfield Public Works Director but the company New Fairfield uses cannot do the signs in wood. He said he would try to get prices from vendors but felt the \$8,000 Newtown spent was too expensive.

NEW BUSINESS

New and Prospective Businesses

Mr. Furhman said he was not aware of anything new in the past month.

Pop Up New Fairfield

Mr. Kloos said he read an article in the paper that New Milford is encouraging people with a home based business to try a store front location to sell their wares. The idea is the business would get the space without committing to a long term lease. He suggested New Fairfield might try this during the holiday season or in conjunction with the Farmers Market. Mr. Furhman said New Milford had put \$25,000 into the proposal to get this moving. He said New Fairfield lacks foot traffic and the rental spaces are cost prohibitive. Mr. Manning suggested that Mr. Kloos put info in the next newsletter to see if there is any demand for such a pop up concept.

Adopt a Spot Program – DiTullio

Ms. DiTullio said she reached out to contact in Ridgefield about their adopt a street/spot program who said it is run by the Garden Club and the Town. She said the highway department has funds for street and spot signs and wondered if EDC wanted to pursue this. Mr. Manning felt EDC could sponsor a clean up day and ask residents to pick up garbage around Town.

Community Outreach Committee – DiTullio

a. Liaison with Planning & Zoning

Ms. DiTullio said Mr. Kloos is doing the community outreach for the commission. She noted Planning and Zoning are updating their plans and regulations and EDC should have contact with them to see what they are doing and how it might impact business. Mr. Furhman noted Evan White participates when he is asked and he would look for a Planning Commission representative.

Closing Public Comment

Ms. Barksdale said she would forward the pop up New Milford information to Mr. Furhman and she also noted Staples in New Milford has a EV charging station in its parking lot.

Adjournment

*Mr. Furhman moved to adjourn the meeting at 8:14 pm, seconded by Ms. DiTullio and passed unanimously.
Aye: DiTullio, Kloos, Kiviat, Furhman, Manning*

Minutes recorded by:



Recording Secretary

Received by email on 07/19/2022 @ 3:48 p.m.
by Christie M. Bontempo, Asst. Town Clerk, New Fairfield