



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



ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING MINUTES
Monday, September 19, 2022 at 7:00 p.m.

Present: Myke Fuhman (joined at 7:25), Greg Manning, Mark Werner, James Kloos, Michael Kiviat

The meeting was called to order at 7:02 pm by Mr. Kloos.

Approval of Minutes – August 17, 2022

Mr. Werner moved to approve the minutes of August 17, 2022, seconded by Mr. Manning and passed unanimously.

Opening Public Comment & Participation

There was none.

Correspondence & Announcements

There was none

OLD BUSINESS

Signs Update - Directional to Business District

Mr. Manning said he has been in contact with multiple sign companies and wanted to get some feedback about what the Commissioners wanted the signs to say. He said Newtown has two signs – Sandy Hook Village with an arrow pointing in one direction and Borough of Newtown with an arrow pointing in the other direction. Each sign has “restaurants” and “shops.” Mr. Kloos thought for a more upscale look the sign should say Business Centre versus Center. Mr. Manning wondered if the sign could say Four Corners of New Fairfield. Mr. Werner wondered if that would unintentionally exclude Candlewood Corners. Mr. Kloos suggested the logo which has New Fairfield on it already and then directional arrows. Mr. Werner liked the addition of restaurants and shops. Mr. Kloos noted that discussions with Zoning and the Town Engineer for the sewer project they divided the business district into five sections. Mr. Werner asked if these signs would be on State property and Mr. Manning said he discussed with Evan White about using Town property.

Mr. Fuhman entered the meeting at 7:25 pm.

High School Signage

This item will be tabled until the next meeting for further discussion.

A. Decorate Town signs for fall

Mr. Kloos said Kathleen DiTullio, who was not able to make this meeting, wanted to know if there was a budget to put some fall decorations on various signs into Town. Mr. Manning said Halas had made a donation to the Town last year and he would discuss this with Ms. DiTullio and follow up.

EDC Commission Participation in upcoming New Fairfield Events -
Purchase of candy for Parks & Recreation Halloween event

Mr. Kloos said Ms. DiTullio was requesting a budget of \$100 to purchase candy for the EDC table for the Halloween Walk.

Mr. Kloos moved to spend up to \$100 on Halloween Candy, seconded by Mr. Werner.

Mr. Furhman asked if the budget should be increased slightly to purchase stickers to place on the candy with the EDC logo. Mr. Kloos said they still have some bumper stickers with the logo on it that they could also hand out. The date of the event is October 28th from 4:30 to 6:30 pm.

The motion passed unanimously.

Aye: Werner, Kloos, Kiviat, Manning, Furhman

ARPA Funding Update/Small Business Grants

Mr. Furhman said this now awaits a Town Meeting vote so there is no need for discussion at this meeting.

Signage at High School - DiTullio

Ms. DiTullio said she is awaiting the business directional signage update before pursuing the high school signage project.

EDC Sponsored Activities

I. Business Happy Hour – Report on September event/Future Event Dates

Mr. Kloos said the Happy Hour was well attended with 25+/- attendees. Mr. Werner said the event went very well and he met some home based businesses and some store front businesses. Mr. Manning noted when they did these events pre-Covid there were issues with the Fire Marshal. He asked if there were any concerns with this group and Mr. Kloos said everyone talked freely and Selectwoman Khris Hall came as did Representative Pat Callahan. Mr. Werner said he was not aware of any comments this time.

Mr. Manning suggested the EDC think about a guest speaker that might be draw to get more people to attend. He said EDC needs to be proactive to help publicize businesses, especially new businesses, in Town. Mr. Werner said he spoke to a business that has to close down because they can't get decent help. Mr. Manning said hiring is challenging right now and said he went away a bit over the summer and places had to cut hours.

Mr. Kloos said the event went over budget as he and Ms. DiTullio split the bill of \$400 where the budget was only \$250. Mr. Furhman said they budgeted for these events based on the 2018 costs so they need to consider that for the next budget cycle.

Mr. Manning suggested the EDC could reach out to the local banks to ask them to offset the costs and for that they would have a few minutes to highlight what their business does.

Mr. Werner moved to authorize an increase of \$150 for the September Business Happy Hour to reimburse the costs, seconded by Mr. Furhman and passed unanimously.

Aye: Werner, Kloos, Kiviat, Manning, Furhman

II. Holiday Carol Sing

- A. Holiday Pop Up
- B. Sponsors
- C. Food Trucks/ Vendors
- D. Date – December 10 or 17
- E. Other

Mr. Kloos said Ms. DiTullio had reached out to the choral group and they are definitely in for this year. Mr. Furhman said the date has been set for December 10th and the weather date will be December 11th.

Mr. Kloos said some business owners he spoke to said the Holiday Pop Up could be too cold and maybe it should be housed in the library or Senior Center.

Mr. Manning said he had reached out to Dr. Chorney, local chiropractor who agreed to co-sponsor with Dr. Quinby the printing costs of the sing along book.

Mr. Manning suggested the pop up could be held in the library from 12 to 4 which could draw people downtown and then they might all walk to the field for the sing along after.

Mr. Furhman said the EDC mission is to include local businesses and help market the Town. Mr. Kloos said he could help coordinate the pop up event.

Mr. Manning suggested the EDC members could attend the Riverfest in New Milford to get ideas for events.

III. Newsletter update

Mr. Kloos said he sent the last newsletter just before the business happy hour and will plan to send one in the next week or two to market the holiday pop up idea.

Adopt A Spot

Table until next meeting.

Community Outreach as it Concerns Economic Development

- A. Planning POCD
- B. Zoning Regulation Updates

Mr. Furhman said there has been no movement on this in the past month.

NEW BUSINESS

New and Prospective Businesses

Mr. Fuhman said the boat wrapping business is up and running, the Bubble Tea business will be opened soon and there is a new barbershop coming to Town.

Mr. Kloos said there is a new financial business coming to Town soon as well.

Mr. Werner said the EDC should do a ribbon cutting for all new businesses.

Closing Public Comment

There was none.

Adjournment

Mr. Fuhman moved to adjourn the meeting at 8:28 pm, seconded by Mr. Kloos and passed unanimously.

Minutes recorded by:

A handwritten signature in blue ink that reads "Stephen R. Badd". The signature is written in a cursive style.

Recording Secretary

Received by email on 09/21/2022 @ 9:33 a.m.
by Chrystie M. Bontempo, Asst. Town Clerk, New Fairfield