



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



**ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING MINUTES
Tuesday, December 20, 2022 at 7:00 p.m.**

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

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

Approval of Minutes – November 21, 2022

Mr. Furhman moved to approve the minutes of November 21, 2022, seconded by Ms. DiTullio and passed unanimously.

Opening Public Comment & Participation

There was none.

Correspondence & Announcements

Mr. Furhman said the two potential candidates to fill the vacancy have had to withdraw from consideration at this time.

OLD BUSINESS

Signs Update - Directional to Business District

Mr. Manning said since this will be a spring time initiative he has been getting quotes and reaching out to Public Works about costs associated with installing the signs. He thanked Ms. DiTullio for doing the majority of the holiday decorations on the Towns signs. He also asked if anyone knew Kendra Baker from the News Times and could ask her to replace the photo she uses with overgrowth on the signs with a new better one. Mr. Furhman said he would take a photo and send it to her.

Ms. DiTullio asked if the future installed signs could have solar for lighting and Mr. Manning said he would build that into the cost.

EDC Commission Participation in upcoming New Fairfield Events

Mr. Kloos said the Town is interested in creating an Earth Day event on April 23rd to have residents pick up garbage throughout Town.

ARPA Funding Update/Small Business Grants

Mr. Furhman said he, Mr. Manning and Mark Werner had met with First Selectwoman Pat DelMonaco and Finance Director Olga Rella about the ARPA small business grants. She has asked the EDC to create an online application form for grants up to \$5,000 for businesses that lost money year over year due to Covid losses. These grants will be used for for profit businesses.

Mr. Manning said they will look at peer communities and ask for tax returns as proof of loss.

Mr. Furhman said the committee will present recommendations to the Board of Selectmen monthly.

EDC Sponsored Activities

I. Holiday Carol Sing – Recap

Mr. Furhman said the sing along went well with a good turnout and better vendors. Mr. Kloos asked if the vendors were thanked and Mr. Furhman said he would do a social post on that. Mr. Furhman asked if the start time should be 4:30 for vendors maybe moved to the field with singing starting at 5 pm and Mr. Manning suggested the vendors should be asked for their opinion. Mr. Kiviat suggested starting the advertising two weeks earlier and a more festive sing along banner with the Town logo. Mr. Kloos suggested the business card used for advertising should have a free giveaway if people attend. Ms. DiTullio said she has seen where other communities have handed out candles.

II. 2023 Business Happy Hour Events

Mr. Furhman said the question is when and where should the first one be hosted, Mr. Kloos said if they sponsor three per year the first one could be early March. He said he would check with Biscotti for the date of March 2nd.

Adopt A Spot

Ms. DiTullio said this is on the agenda for the Board of Selectmen for Thursday. She is not sure who will put up the plaque for the sponsor of the sites. She wanted the EDC to take on the sign in the center of Town as its adopt a spot. Mr. Kloos asked if there was a subcommittee for this because he thought the Town should be divided into areas so spots were not neglected. She will report back once she has feedback from the Board of Selectmen.

Community Outreach as it Concerns Economic Development

A. Planning POCD

B. Zoning Regulation Updates

Ms. DiTullio said she gets updates from the Planning and Zoning Commissions during the Housing Opportunities Committee meetings and she would report back as she gets information. She said the Zoning Commission will be putting out to bid the request for a consultant for their Zoning regulation rewrites.

2023 Meeting Schedule

Mr. Furhman moved to approve the 2023 meeting schedule as presented, seconded by Mr. Kloos and passed unanimously.

NEW BUSINESS

New Fairfield Public WiFi

Mr. Fuhman said he was contacted by Selectwoman Khris Hall about a representative for a public wifi project in New Fairfield so he reached out to Mr. Kloos. Mr. Kloos said this is a broadband feasibility study which will not cost the Town anything. He said he will be doing to some of the businesses to see what they currently pay for cable and internet. He said WestCOG is involved in the study as well.

Spring Home Show/Pop Up Shop

Ms. DiTullio said New Fairfield has many home contract businesses so perhaps a Home Show in late March or early April would be valuable. She said she would not charge the vendors rather would ask for door prizes from each vendor and would offer door prizes as a way to draw attendees. Mr. Fuhman asked if she would charge non New Fairfield businesses and she said she wanted only New Fairfield businesses.

Mr. Fuhman asked if the Home Show and Pop Up would be the same and Ms. DiTullio suggested separate. Mr. Fuhman asked what would make the pop up shop more exciting than the New Fairfield Days. Mr. Manning suggested that EDC start with the vendors from the sing along and build off that for future pop ups. Mr. Kloos said they had looked into doing this at the library since people go in and out of there all the time. Mr. Manning said he would reach out to get a sponsor or two for the cost of FaceBook ads and the Town Tribune. The pop up could be held late February, business owner happy hour March 2nd and home show end of March.

New and Prospective Businesses

Ms. DiTullio said the Village Green Shopping Center has been sold.

Closing Public Comment

There was none.

Adjournment

Mr. Fuhman moved to adjourn the meeting at 8:30 pm, seconded by Ms. DiTullio and passed unanimously.

Minutes recorded by:



Recording Secretary

Received by email on 12/22/2022 @ 2:58 p.m.
by Chrystie M. Bontempo, Asst. Town Clerk, New Fairfield