



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



ECONOMIC DEVELOPMENT COMMISSION
SPECIAL MEETING MINUTES
Tuesday, January 31, 2023

Present: Myke Furhman, James Kloos, Mark Werner, Michael Kiviat, Kathleen DiTullio, Greg Manning, Lori-Ann Beninson, Selectwoman, Evan White, Zoning Enforcement Officer

Mr. Furhman called the meeting to order at 11:03 am. Followed by the Pledge of Allegiance.

Signs Update – Directional to Business District

Mr. Manning said he was speaking to Mr. White, Zoning Enforcement Officer, about the process of putting up the sign. He reminded everyone that the initial idea was a welcome sign but due to issues with the State it was determined to go to “way finding” signs with the logo. These two signs would go at the end of Gillotti and Haviland Hollow.

Mr. Manning was suggesting the signs be installed end of spring, maybe April. He said he requested three quotes and was able to get two. He has spoken to public works about height of the signs and location.

The sign designs have the logo and directional to restaurants and shops. Mr. Furhman suggested maybe recreational signs could be placed as well for hiking, state parks, etc.

Ms. Beninson asked if these signs could have a QR code. Mr. Manning said these are designed for a car to be several feet back and be able to see which direction to head.

Mr. Furhman said pedestrian focused signs could be part of a future signage project.

Mr. Manning noted there are two iterations - one with all green background and the sign is 12”x12”; the other white background and the sign is 24”x24”.

Ms. DiTullio said she and Mr. Manning had discussed adding a commercial grade solar light to the signs for night time illumination.

She also asked if this was an economic development expense or a Public Works expense. Mr. Werner said when EDC installed the signs at the Police Department for the safe online exchange area Public Works helped by installing the signs.

Ms. DiTullio said she did not want to hinder the EDC from other events.

Mr. Manning said he thought the signs were factored into the budget. Mr. Furhman said the sign project was presented during the budget and is an appropriate project for EDC to drive traffic to restaurants and shops.

Mr. Werner said many of the EDC events are one off events but these signs will last for years. He was comfortable spending this from the EDC budget.

Mr. Kiviat said he liked the white sign because the logo looked better and with the green background the sign looks busy with all the different colors.

Mr. Manning said he would reach out to the two companies that gave him quotes and ask for a final quote for 24"x24" main signs and 5.5"x24" directional signs with a green background and gold logo.

Spring Home Show

Ms. DiTullio said she reached out to Company A for the space and it is available March 25th. They said they would not charge the \$450 in lieu of a donation. The cleaning fee is \$175. She said the other possibility is Meeting House Hill gym or a school cafeteria. She mocked up an e-vite and is looking for contractors so she can make a master list of who to invite. Company A can accommodate up to 200 people – vendors and attendees.

Mr. Furhman said the advertising should start soon since the location and date are set. There was some discussion about whether to do both Saturday and Sunday and Ms. DiTullio said she would check to see if Sunday was available. Mr. White said a lot of the summer weekenders come up in March and April to begin getting their places ready for the season and suggested the show be Saturday and Sunday. He also suggested maybe having someone doing a wood carving right outside in the parking lot to draw attention to the event.

Mr. Kiviat asked if there was going to be food available and Mr. White suggested inviting the local food trucks.

Adjournment

Ms. DiTullio moved to adjourn the meeting at 12:06 pm, seconded by Mr. Manning and passed unanimously.

Minutes recorded by:



Recording Secretary

Received by email on 02/02/2023 @ 10:21 a.m.
by Chrystie M. Bontempo, Asst. Town Clerk, New Fairfield