



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

**ECONOMIC DEVELOPMENT COMMISSION  
REGULAR MEETING MINUTES  
Monday, November 20, 2023**



Present: Myke Furhman, Chair  
Greg Manning  
Kathleen DiTullio  
Mark Werner  
Jim Kloos

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

**Opening Public Comment & Participation**

There were none.

**Approve Minutes of October 18, 2023**

*Mr. Werner moved to approve the minutes of October 18, 2023, seconded by Mr. Furhman and passed unanimously.*

*Aye: Furhman, Werner, DiTulio, Manning, Kloos*

**Correspondence & Announcements**

There were none.

**OLD BUSINESS**

**ARPA Funding Update/Small Business Grants**

Mr. Furhman said there are four more grants available but there are no applications in the queue.

**EDC Sponsored Activities**

**I. Holiday Carol Sing/Pop Up Shop**

Mr. Furhman said Santa is confirmed to be at the sing along. Mr. Manning asked what level sponsorships he should ask for and the thought was \$150 for half page in the songbook or \$300 for full page. Mr. Manning asked about the bells handed out last time and Ms. DiTullio said the ones purchased were \$75 but they were not good quality.

Mr. Furhman said he would like items for a raffle basket too.

Mr. Furhman spoke about advertising and said he printed a cover for new dates to place over the signs used last time. Ms. DiTullio said she has 15 signs. Mr. Furhman said he also printed 500 business cards to be handed out and 8x10 flyers to be placed around town. Social media posts will be running and they can be boosted.

Ms. DiTullio said the Town Tribune wants to do a story and Mr. Furhman said he sent an ad in today. Mr. Furhman asked Mr. Kloos to get an email out. He said he is also working on getting I-95 to send a shout out about the event.

Mr. Furhman reached out to various local officials to make sure they are aware and will reach out to the new First Selectwoman.

There are not many vendors yet that have signed up for the event so there needs to be a push there.

Ms. DiTullio asked if there were more logo stickers since they ran out of them during the Halloween event. Mr. Manning said they were very popular and they should order more to hand out.

Mr. Furhman said the commission should vote on a budget tonight for stickers as there will be Black Friday sales this weekend.

*Mr. Werner moved to spend up to \$300 to purchase logo stickers to handout at various events including the sing along, seconded by Mr. Manning and passed unanimously.  
Aye: Furhman, Werner, DiTullio, Manning, Kloos*

## **II. Spring Home Expo**

Tabled until next year.

## **III. Business Owner Happy Hour**

Tabled until next year.

## **EDC Commission Participation in upcoming New Fairfield Events**

There are no upcoming events.

## **Planning Commission Listening Session Comments**

Mr. Furhman said Mr. Werner stopped by the Planning Commission listening session even though EDC was not scheduled for that week. Mr. Werner said the Planning Commission seemed to be going down an alphabetical listing inviting groups up to speak so EDC was called.

He spoke about what EDC has done since its inception including the surveys in 2019. Mr. Werner said he tried to address the approach of thinking 10 years down the road as the POCD is a 10 year plan. He said the plan should be to preserve the things people like such as the lake. Support should be focused on helping businesses that are here and those that might move in. There are infrastructure limitations such as the lack of sewer but an increase in value of what is here for businesses will help reduce the burden on homeowners.

Ms. DiTullio said she read the current POCD and things such as the Marjerie Trail would improve the walkability of downtown. Spaces such as the village green should be developed to help enhance the downtown. She noted Stop and Shop is on its third septic.

Mr. Furhman said he would attend the next session to add onto Mr. Werner's comments and asked if everyone was in support of infrastructure improvements, recreational improvements,

downtown enhancements, and the sewer initiative.

Ms. DiTullio said the support should be for the sewer study. Mr. Manning said there needs to be a better understanding of how the sewers can benefit the town.

Mr. Werner said New Fairfield is competing with other towns to attract business. He said the nature of the town doesn't have to change but if the commercial side does not improve the burden will only grow on the residential home owners.

### **NEW BUSINESS**

#### **New and Prospective Businesses**

No one was aware of any new businesses.

#### **Closing Public Comment**

Mr. Furhman asked Mr. Manning about the Welcome to New Fairfield signs and Mr. Manning said he would reach out to Public Works as the location had been selected for Gillotti Road.

#### **Adjournment**

*Mr. Furhman moved to adjourn the meeting at 8:18 pm, seconded by Ms. DiTullio and passed unanimously.*

*Aye: Furhman, Werner, DiTulio, Manning, Kloos*

Minutes recorded by:



Recording Secretary

Received by email on 11/22/2023 @ 10:03 a.m.  
by Chrystie M. Bontempo, Asst. Town Clerk, New Fairfield