



Town of New Fairfield
4 Brush Hill Road
New Fairfield, Connecticut
ECONOMIC DEVELOPMENT COMMISSION
SPECIAL MEETING MINUTES
Tuesday, August 26, 2024



Present: Greg Manning
Kathleen DiTullio
Michael Kiviat
Mark Werner
Myke Furhman (arrived 7:29 pm)

Mr. Manning called the meeting to order at 7:02 pm followed by the Pledge of Allegiance.

Opening Public Comment & Participation

There was none.

Approve Minutes July 15 2024 meetings and notes from August 19th meetings

*Mr. Werner moved to approve the minutes of July 15 2024 and the notes from the August 19, 2024 meeting, seconded by Ms. DiTullio and passed unanimously.
Aye: Manning, DiTullio, Kiviat, Werner*

Correspondence & Announcements

The First Selectwoman had asked the EDC if they had reached out to the non profits in town regarding the ARPA funds. Mr. Manning said the Commission had exhausted the list of businesses and non profits either through personal contacts or newsletter announcements. Ms. DiTullio thanked the subcommittee for the work they did in getting the ARPA applications in and approved.

OLD BUSINESS

2024 EDC Initiatives/Sponsored Activities

- Marketing Initiatives/Newsletter
- Holiday Carol Sing/Pop up
- Business Owner Happy Hour
- Restaurant Day

Mr. Manning said he would take on the newsletter and will try to get it out on a quarterly basis. He suggested the EDC put a date on the calendar for the Business Owner Happy Hour to give it

one more try to get attendance up. Mr. Kiviat suggested going to Portofino's as that was the last time they had decent attendance. Mr. Manning suggested October 17th.

*Mr. Manning moved to set the Business Owners Happy Hour at Portofino's for October 17th and to expend up to \$400, seconded by Ms. DiTullio and passed unanimously.
Aye: Manning, DiTullio, Kiviat, Werner*

Mr. Manning suggested getting feedback from restaurant owners about how to organize a restaurant event whether it be a special menu, special price, bottle of wine with dinner, etc.

Mr. Manning asked if a raffle might draw attendance to the happy hour. He suggested each member knock on business owners doors to invite them personally to attend. He also suggested a guest speaker - the fire marshal or the emergency management director. He said he would reach out to the First Selectwoman about what information she might want to share with the businesses in New Fairfield.

Mr. Furhman joined at 7:29 pm.

Mr. Furhman said he wanted to really focus in on the Holiday Carol Sing to add the pop up shopping event. Maybe they could rent a tent and put it up in the parking lot since an offsite pop up probably would not have the same effect as being close to the tree and gazebo. Mr. Kiviat suggested they pick a date sooner rather than later so merchants could plan for it in advance.

EDC Participation in upcoming New Fairfield Events

Ms. DiTullio said she had all the supplies from last year's New Fairfield Day since it was canceled last year due to rain. The Halloween Trick or Treating is the next event EDC will participate in.

NEW BUSINESS

New and Prospective Businesses

Mr. Furhman said he is not aware of what is happening at the 440 building. Ms. DiTullio said she had gone by the building and nothing seemed to be going on. Mr. Manning said the Heritage Plaza on Dunham Drive has been sold.

Discussion of the Plan of Conservation and Development (POCD)

Mr. Furhman said there will be a public meeting for input and feedback on the POCD. Ms. DiTullio said the members should read the POCD as EDC is mentioned often throughout the document. Mr. Werner said he had read it and thought it was a well done document. He said EDC is mentioned either as a partner with other boards and commissions or as a party responsible for economic development. He said the survey the EDC had done was shared with

the Planning Commission and was used in the POCD. He said one of the key themes is the infrastructure including the sewer system. The public hearing will be September 9th.

Ms. DiTullio said the POCD suggests that the EDC partner with the Village District to push the marketing efforts. Mr. Werner said that New Fairfield continues to have one of the lowest grand lists in the State and hoped some accountability would be attached to the plans and not just sit on the shelf.

Closing Public Comment

There were none.

Adjournment

Mr. Furhman moved to adjourn the meeting at 7:55 pm, seconded by Ms. DiTullio and passed unanimously.

Aye: Manning, DiTullio, Furhman, Kiviat, Werner

Minutes recorded by:

A handwritten signature in blue ink that reads "Stephen R. Badd".

Recording Secretary

Received by email on 08/29/2024 @ 3:34 p.m.
by Chrystie M. Bontempo, Asst. Town Clerk, New Fairfield