



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

**ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING
MINUTES**

Wednesday, February 17, 2021 at 6:00 p.m.

Present: Myke Furhman
Mark Werner
Kathleen DiTullio
Michael Kiviat
Gregory Manning
Absent: James Kloos

1. Call to Order

The meeting was called to order at 6:00 pm by Mr. Furhman.

2. Pledge of Allegiance

3. Approval of Minutes – January 20, 2021 Special Meeting

Mr. Furhman moved to approve the minutes of January 20, 2021, seconded by Mr. Manning and approved 4-0-1.

*Aye: Furhman, Kiviat, Manning, Werner
Abstain: DiTullio*

4. Opening Public Comment & Participation

There was no public comment

5. Correspondence & Announcements

Mr. Furhman announced that effective as of the last meeting Ellen Perle had resigned her seat.

Mr. Manning said she will be missed.

OLD BUSINESS

6. Beautification Project – Signs Update

Mr. Manning said he had a good conversation with Russ Loudon, Public Works Superintendent about the proposed placement of the Welcome sign at Milltown Road. He is onboard with the placement. Mr. Manning sent an email to the DOT Region IV representative in Torrington to start that process. The goal is to get the sign up by the end of the Town's fiscal year in June. Public Works has a sign company they work with.

7. Local Business Promotion - Video project

Mr. Furhman said they have produced and published two videos. Prime Time Fitness has had 2,000 organic views. He said he hoped to have some analytical data by the next meeting. He said some people mentioned seeing the video for the 440 Line campaign. He has spoken to other business owners and local representatives about getting involved. The goal would be to do one per week.

Mr. Manning asked where the videos are being posted and Mr. Furhman said he is waiting to start a YouTube account until a few more videos are produced.

Mr. Manning said Holy Yoga has expressed interest. He felt that the Commission should focus their efforts on Covid impacted businesses such as restaurants.

Ms. DiTullio said Dr. Emily who is the new ortho in Town is interested as is Mary Arnold. She felt the Commission should alternate businesses such that they do not do three restaurants in a row for instance.

Mr. Furhman said some businesses did reach out directly and their initiative should play a role in the prioritization.

8. Municipal Tax Relief / Incentives

Mr. Werner said he had watched a recent Board of Selectmen meeting and First Selectperson Pat DeMonaco had expressed frustration with finding a tax relief program. Mr. Furhman had suggested that the Town consider a grant program such as equipment, façade, and signage.

9. eCommerce Safe Exchange Parking

Mr. Werner said he is waiting for the First Selectman to get back to him. He said she needed to speak to the Resident State Trooper on the spot or spots at the police station to best place the signs.

10. Post Office Signage

Mr. Werner said this effort was achieved. He said at the end of January the new signage was installed with thanks to Senator Chris Murphy's office.

11. Branding/Logo/Seal discussion

Mr. Furhman said he did bring this to the Board of Selectmen meeting and they did not shut him down but asked that the EDC reach out to the local designer community.

Ms. DiTullio said her contacts did not get back to her yet. Mr. Werner said he did reach out to some people and they did not get back to him yet either.

Mr. Kiviat asked if they should put something in the local paper and Mr. Furhman said he had spoken to some people at the Town Tribune to turn this into a community effort.

Mr. Furhman noted that the Survey Monkey site was still active and maybe they should survey town residents about the need for a facelift.

12. Small Business Grants

Mr. Furhman said this was looped into the Municipal Tax Relief/Incentives discussion above.

13. CT-37 Danbury and New Fairfield Corridor Study

Ms. DiTullio, Mr. Manning and Mr. Kiviat said they had signed in but near the end of the meeting. Mr. Kiviat said Mr. Kloos apparently was listening to the whole meeting.

NEW BUSINESS

14. Closing Public Comment

Mr. Furhman asked all commission members to watch for the matrix of businesses and home businesses for the video series.

15. Adjournment

Mr. Furhman moved to adjourn the meeting at 6:35 pm, seconded by Mr. Werner and passed unanimously.

Aye: Furhman, DiTullio, Kiviat, Manning, Werner

Minutes recorded by:

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

Recording Secretary

Received by Email on 2/18/2021 @ 9:46 pm

By Pamela J. Dohan, Town Clerk, New Fairfield