



**Ridgefield
Economic &
Community
Development
Commission**

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Arnold Light
Chairman

John Devine, Vice Chair, Secretary
Amanda Duff
Paul Levine
Geoffrey Morris
M. Augustus Ryer
Karen Sulzinsky

Rudy Marconi,
First Selectman
Ridgefielddevelopment.com

**Approved RECDC Meeting Minutes
December 3, 2018 at 6:30pm
Town Hall Conference Room**

In Attendance: Arnold Light, Paul Levine, M Augustus Ryer, John Devine, Karen Sulzinsky, Geoffrey Morris, Amanda Duff

Guests: Arts council members Mark Meachem and Jennifer DiLaura

Meeting was called to order at 6:34 pm. Geoffrey Morris called motion, seconded by Karen Sulzinsky

ANNOUNCEMENTS

1. Next meeting January 7, 2019 – this will be the first meeting in the 2019 calendar year
2. Approval of November minutes, with changes
Motion: Geoffrey Morris. Second: Gus Ryer. Unanimous approval to approve minutes as amended.

GENERAL DISCUSSION.

1. Ridgefield Arts Council Space
 - a. Members of the Ridgefield Arts Council reported on results of a survey of 47 of their members and the greater arts community, showing a demand for rented artist space. The discussion focused on the fact that their price point and market price point are a bit off, and it also focused on various locations in town that might be feasible. Visitors Dianna Colabella and Greg Mursko reported on their plans for a private art gallery, with upstairs space for artists to rent. Costs and locations still pending negotiations with landlords, but their options were in space in the heart of the downtown.

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2. Social Media Policy
 - a. A draft proposal of ECDC's proposed social-media and web policies were discussed, concerning the criteria for promoting certain groups and not others. It was agreed to send the proposal to Town Council for legal review before a vote.
3. Hospitality in Ridgefield
 - a. Arnold Light has been speaking with a boutique hotel developer and is putting them in touch with various parties in town to gauge interest.
4. Commercial Vacancy Follow-up
 - a. Discussion about what duties to give to a prospective intern to populate ECDC site with commercial property listings and general inventory.
 - b. Further discussion on creating a personal property database, since there is really not one in existence in digital form for Ridgefield.
 - c. Planning & Zoning, it was reported, could provide space for the intern to do work and get access to data
 - d. It was discussed to get a CERC municipal membership for \$650/year, providing ECDC five free listings to post.
5. Design District.
 - a. Arnold Light proposed promoting Ridgefield as a Design District because of so many strong design businesses in town: Hudson Co, on Route 7, Bassam Fellows in the old Schlumberger space, Olley Court, Designs by Ursula.
6. Gold Book update:
 - a. Former commissioner Bob Defalco was suggested as someone who could update the senior Gold Book program, creating more books, distributing them, and raising awareness.
7. Proposed project for Nick Ktorides, possible future commissioner
 - a. It was proposed that Nick could gather the data and create a proposal for a commercial landlord service-grouping idea—having all the landlords having plowing, trash hauling, etc, send for bid as a collective, greatly improving cost and efficiency.
8. Budget Review
 - a. John Devine led a discussion on ECDC request for an increased budget for next fiscal year, mostly to support ECDC's robust marketing and promotion efforts.
9. Application for Thrift Store Funds
 - a. The Ridgefield Thrift Store donates money every year to non-profits in town, and the RECDC should apply to be included. Determined that Arnold L. will spearhead.
10. ECDC/BOS Semi-Annual Update
 - a. John D. requests the RECDC ask the BOS for a place on their December agenda, so we can provide an update, metrics, and data for our various projects.
 - b. As part of this discussion, John Devine provide the details of ECDC's wide reach through its digital marketing efforts, including costs, people reached, and overall effectiveness

A motion was made by Geoffrey Morris to adjourn at 9:13 p.m. and seconded by Gus Ryer. Unanimous approval.

Ridgefield ECDC

Draft Protocol for Material on the RECDC Social Media Pages and/or Website

Revised 10/29/2018

Items that can be posted to the RECDC site www.ridgefeldddevelopment.com

- Grand opening announcements/businesses moving to town
- Educational events/seminars (especially those with a business focus) from local organizations and businesses
- **Major Community events. Not all Events by all organizations can be posted under Current Events; however, the ECDC website will add links to all organization's calendar of events.**
- Arts/culture events, except those limited to a single organization in town (e.g. of single org?)
- Accolades and awards with a business/art/culture focus given to local businesses/individuals
- Articles written about Ridgefield in newspapers, magazines, online publications, etc.
- Posts meant to engage the community with the RECDC, including polls (i.e rank the top reasons to own a business in Ridgefield; what kind of business would you like to fill X storefront; etc.)
- Posts that promote the accomplishments of the RECDC
- Posts that encourage civic engagement

ADD Post Requirement: No sooner than 60 days in advance; jpeg files must be)Amanda speacs?)

Items that should not be posted to the ECDC sites:

- Advertisements and sale announcements
- Going-out-of-business announcements
- Posts meant to promote a single individual/business, without a clear community focus (i.e open houses)
- Posts that promote one political party over another
- **Any posts or announcement by a religious organization or contain content for religious events. Community events sponsored by a religious organization that are for fundraising purposes will be included.**

All decisions are at the discretion of the ECDC.