

**Ridgefield Economic & Community Development Commission**  
**(Approved) Minutes - Meeting – April 4, 2022**  
**6:30 pm Lower Level Conference Room - Town Hall**

**Commissioners in attendance:** Geoffrey Morris, Jonathan Winn, Sean Dowd, Christa Carone

**Guests:** Kay Gelfman; Jennifer Dineen and Pamme Jones, Ridgefield Arts Council; Charles Robbins  
Main Street Reconfiguration, First Selectman Rudy Marconi

Meeting started at 6:32 pm

**Make Music Day - Tuesday, June 21 (Jennifer Dineen and Pamme Jones)**

Put on by the Ridgefield Arts Council on Tuesday, June 21, possibly do a second day on Sunday, June 19, for more weekend attendance.

2021: 47 musical events, 110 artists

Had it two days last year on Fathers Day and on June 21. Hoping to do art and music in Ballard Park on Sunday, June 19. Arts Council would like to work together with ECDC and the Ridgefield Chamber of Commerce, with its new partnership with InRidgefield. CHIRP already in play.

How can ECDC Help: Promotion - Would like to do radio, any budget to help get the word out, 98 Q. Venues need to sign up, artists need to sign up. Artists can select where they want to play

**ECDC voted to approve \$2,000 toward promotional, conditional on Programming they put together has some sort of metric that allows us to measure our success: head count at events.** Sean motion, Geoffrey 2nd, all in favor.

**Main Street Construction Project:** Charles Robbins

Working with State and Community to help Town determine the best way forward to Increase traffic flow. Project is funded 80% Fed, 20% State

Not drastically changing the way Main Street looks

Department of Transportation came back with a final plan

Intersection of Prospect & Main will be realigned

Each intersection will have its own dedicated turn lane

Lights will not be sequenced, but connected

Bump outs at certain crossings so it takes pedestrians less time to cross street

Flashing signals at crosswalk by dance conservatory

April 23 is the start date for the project, Thanksgiving is the end date, All night work. Start at Prospect and Main, end at Governor. Start at 8:00/9:00 pm, end at 6:00 am. Entire street will be repaved at the end, and Sidewalks will be replaced. CVS has agreed to redo their parking lot, repair planters, new lights, totally repaved. Town hired Jane Didona to oversee landscape design and propose add-ons, like nice wall and better trees. Susan Fiedler is the State landscape person. Governor Street will be shut down for one week in August. State is lowering the street

**Approval of March minutes,** Geoffrey moves with no modifications, Jonathan seconds. All in favor.  
Next meeting is on May 9.

**Expansion of ECDC to 9 Commissioners:** Rudy talked to the town attorney who said he was fine with it. Needs to be a special town meeting, do that at the Board of Selectmen meeting, should happen at April 13 BOS meeting.

**New Residents' Postcard:** URL [ridgefield.dev](http://ridgefield.dev) is recommended by Jonathan Winn \$16 to buy and renews annually: branded bit link, use bit links to redirect to vanity URL with prompts to complete new resident survey.

Ridgefield.dev would redirect you to the home page. QR code is fantastic. Geoffrey says get it out ASAP, after printer selection.

**Small Business Work Group:** Christa and Sean want to create a sub committee focused on Small business in town. Attempt at a monthly call, one or two topics. Create a master email list, just communication. Allows for them to discuss topics that they want addressed. ECDC forum would be more outreach. How are we doing in terms of impacting the Economic community, building databases, store info on spreadsheets to start surveys of business owners. Get specific inputs and outputs so we know what we're tracking year over year. What's the value: information sharing with Small businesses. Checking with town clerk Wendy Lionetti and tax assessor Al Garzi on what data we already collect.

**Digital Strategy:** Jonathan Winn recommends that we get people who are publishing stuff about Ridgefield together; good to get the Arts Council singing out of the same hymnal. Get everybody in a room and ECDC is going to do X, Etc. Sean is optimistic that InRidgefield will do a good job.

**ARPA Funds:** \$1.7 million allocated for fire truck, snow plow, HVAC at Barlow and elevator at the Playhouse. At the one working group meeting about ARPA \$. Remainder should go to Cultural and Economic Development issues. Might be a little over a million left. Broadband: fund a study where we stand on broadband at cost of approximately \$50,000. Bob Knight is putting together some language that we can use as a petition to explain the benefits of broadband for the broader community.

**Parking:** Approval to get 30 spots behind the post office. Copy of lease, landlord said we write addendum to lease and landlord will approve it. First Selectman Rudy Marconi has plan to reconfigure the land around the post office and use lot to the west. In the Meantime landlord will just open the gate and Allow people to park there. Geoffrey would like it to be employee Parking.

St. Stephen's sold all the spots to businesses to employee parking, 45 of 90 spaces available for \$200/yr. Could we put "Public Parking" Sign on Governor Street lot. Could state Pay for it? Incorporate into landscape design? Talk to landscape architect and Charles on board with it. Put cultural district logo on sign. Sign needs to be on either end of Cultural District. Talk to Jane about all the signage and needs to be incorporated into how she is designing the Landscaping.

**Battle of Ridgefield - April 30.** Geoffrey put together promotional materials, will promote on Facebook to drive attendance. Fundraiser for Battle of Ridgefield on April 30 at Lounsbury House.

Jonathan motions, Sean second, all in favor. Meeting adjourned at 8:41pm,