

Ridgefield Economic & Community Development Commission
(Approved) Minutes - Special Meeting – June 18, 2022
9 am Video meeting via Zoom

Commissioners in attendance: Chair Glori Norwitt, Geoffrey Morris, Bob Knight, Sean Dowd, and Jonathan Winn; commissioner-elect Kay Gelfman

Agenda How to allocate the remaining \$10,786 of our 2022 budget

Meeting called to order at 9:01 am.

The Commissioners discussed the ideas for allocation:

1. Glori Norwitt raised the idea of a video display in the kiosk that will be in front of the new Deborah Ann's Sweet Shoppe location. Jonathan Winn researched options, which included an outdoor monitor that would fit in the kiosk and cost \$3,750 to purchase. Additionally, he found larger ones that range in price from \$5,000 to \$25,000. The larger one might be suitable for placing in front of Town Hall, Jonathan thought.
2. Bob Knight suggested a business incentive program for attraction or retention. One idea was to hold a Shark Tank-like competition in which businesses pitch the idea for a new business or expansion to their business. Winner would receive gift cards, which ECDC would now purchase for distribution at the competition to be held sometime in the fall.
3. Geoffrey Morris reminded the commission that we have committed up to \$2,000 to promote Make Music Day and Music and Art in the Park. We could engage Emily Pambianchi of Social Graces Communications to do this. Others suggested having Emily develop a B2B social content series that we can use to start promoting the small biz opportunities in town. She could create up to 20 unique LinkedIn, FB, and email creative posts that we can use throughout the year for ECDC promo. Once we start building a library of reusable content, we can use next year's budget for a steady state distribution plan.
4. Sean Dowd suggested that we donate some money to organizations that are in the process of capital raises and expansions: eg: Ridgefield Playhouse, Boys & Girls club, Theater Barn.

After a thorough discussion, Commissioner Knight proposed that we spend \$5,000 to purchase and install a vertical outdoor monitor in the kiosk that will soon be placed in front of Deborah Ann's Sweet Shoppe on Main Street. We will spend up to

\$2,000 to promote town events for the remainder of the fiscal year, and we will use the remaining funds to purchase prizes, in the form of gift cards, for the winners of the economic-development entrepreneur contest to be held in the fall. Morris seconded the proposal, and all voted in favor.

Chair Norwitt moved to adjourn the meeting at 9:58 am. Knight seconded. All in favor.