

**Town of Ridgefield
Economic Development Commission
Meeting held July 13, 2009
Town Hall/Large Conference Room**

Unapproved Minutes

These minutes are a general summary of the meeting and are not intended to be a verbatim transcription.

In attendance: Paul Levine, Mark Robinson, Bill Markus.

Guests - Mark Waterhouse, Garnet Consulting Services, Inc., Rebecca Mucchetti, Chairman Ridgefield Planning & Zoning Commission and Diane Schrier (spectator).

The meeting was called to order at 7:20 p.m. with the acknowledgement that a quorum was not present, however, discussion could still be held.

- Bill Markus recapped some of the discussion which occurred at the EDC's recent testimony before the Board of Selectmen and before the Planning & Zoning Commission. R. Muchetti restated some comments made at the P&Z meeting regarding recommendations contained in the EDC plan for possible rezoning of sectors of Route 7 & Route 35. According to Ms. Muchetti, the EDC's recommendations may not have been fully understood in their proper context by P&Z and therefore the P&Z members may seek further clarification on the specifics.
- A draft of the P&Z report will be circulated for review on July 28, prior to official publication. R. Muchetti indicated that she will inquire whether there will be a process if/when there is disagreement between commission regarding items contained in the POCD.
- As part of the discussion regarding the possible redesign of the current EDC website, B. Markus indicated that the Ridgefield Arts Council has a very well designed website that the EDC should look at for possible design guidance/synergy.
- P. Levine suggested that the EDC play a more proactive role in its interactions with the Ridgefield Arts Council, versus more of the facilitator role it is currently

practicing. The RAC indicated that they would like to replace the words "Arts" with the word "Culture" in recommendations and future plans. The EDC members believed that the word "Culture" was broader and could include activities of a historical nature as well as of a community/social nature.

Website

- M. Robinson reported that he awarded the hosting contract to Two Brothers Web Hosting and carried out the transition from CT Business Web to Two Brothers on the last day of the fiscal year (June 30), while securing appropriate invoices from all parties before the close of the fiscal year.
- Robinson also reported that he concluded his discussion regarding Joomla vs. HTML. It was determined that while Joomla offers certain advantages in terms of ease of use and ability to update/modify, those advantages also reflected certain key limitations in terms of design flexibility and the use of search engine optimization tactics and techniques. Based on these limitations and their importance to the EDC, it was decided to transition to an HTML web structure.

P. Levine moved and M. Robinson seconded a motion to adjourn the EDC meeting at 8:30 p.m. The motion passed 3-0.

Respectfully submitted,

Mark Robinson
Acting Secretary