



Town of Ridgefield
Economic Development Commission
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Arnold Light
Chairman

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Office

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Rudy Marconi,
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Unapproved Meeting Minutes
Town Of Ridgefield
Economic Development Commission
August 1, 2016
Town Hall
Large Conference Room

In attendance: Arnold Light, Chair; John Collins, John Devine, Robert DeFalco, Mary Henwood, Alex Karsinidi, Paul Levine.

Guests: Maureen Kozlark, Ridgefield Select person, Brian Dunn, Resident

Minutes from 7/6/2015 meeting were approved.

Announcements: Next meeting September 12th at 6:30 PM.

1.) Maureen asked for the EDC POV on food truck permitting process in Ridgefield. She has been charged by First Selectmen Rudy Marconi to research and make a recommendation to the BOS. Maureen has sought input from numerous town stakeholders and has also gathered data from towns similar to Ridgefield in Fairfield County. Currently Ridgefield has a moratorium on new permits pending review. Previous permanent permit holders were grandfathered and renewed for 2016.

Data from neighboring towns was unanimously consistent. They have no permanent food truck licenses. Ice cream trucks are allowed seasonal permits.

Trucks are permitted specifically for catering and for events. The EDC will prepare a recommendation for Maureen prior to the next BOS meeting on 8/17/16.

2.) Bob DeFalco presented the status of a new EDC website designed to improved functionality, allow mobile friendly use and to serve as an on-line marketing tool for economic development in Ridgefield. Bob has retained a web design company to design the new site. The company was retained after three bids were sought and the company was selected based on low bid and quality of previous work. The new site is anticipated to be live by 9/16.

The EDC was complimentary of the site as it exists in the beta version. Several questions were raised regarding content and some minor search functions. Bob was commended for his efforts and the quality of the design and content. The EDC needs to seek legal approval with regards to video prepared by local real estate companies. The videos brand the agency and an opinion is needed as to whether that constitutes promotion and is in violation of the non-profit regulations.

3.) John Collins reviewed the status of the parking Task Force. He noted that to date the task force has completed a parking inventory, identified opportunities for increase municipal parking and is investigating the investment required to provide the Parking Authority with digital plate scanners. EDC members sought further review of permit parking for town employees and the allocation or authorization of parking adjacent to shopping areas to employees versus shoppers. It recommended investigating mandated parking areas for employees.

4.) John Devine provided an overview of the town website development. To date Andrew Neblett IT Director, has held two working sessions with all functional heads of municipal departments to seek input and inform an them in the process. The current status is Virtual Towns And Schools, based on input from various stakeholders, is preparing preliminary designs. The new town website is scheduled to go live by 11/2016.

5.) Alex Karsinidi presented an update on the Branchville development opportunities. There appears to be minimal progress by the State. There was discussion of the Town forming a task force to identify economic development opportunities to accelerate the process without reliance on state resources. Privatizing commercial development was identified as an opportunity.

6.) The 8/10/2016 SCRE meeting was discussed. SCRE is not willing to allocate sufficient time for the agenda proposed by Arnold Light. There continues to be an immediate need to present the current status of the new web design to all of the

stakeholders. It is critical that they recognize that there will be new digital marketing opportunities for them before this holiday season. This affords them the critical long lead times for inventory and promotion planning. It was agreed that Arnold would lead a topline status review of the EDC at the SCRE meeting on 8/10 and that John Devine will announce a meeting for all stakeholders to review the web design.

7.) The Commission agreed to a new start time for meeting at 6:30 p.m.

The meeting was adjourned at 8:50 PM.

Respectfully submitted: John Devine, EDC Commissioner