



**Ridgefield  
Economic &  
Community  
Development  
Commission**

400 Main Street • Ridgefield, CT 06877  
203-546-2547

**Arnold Light**  
Chairman

**Rudy Marconi,**  
First Selectman

ridgefieldct.org

ridgefielddevelopment.com

**John Devine, Vice Chair, Secretary**  
Cameron Cole  
Amanda Duff  
Geoffrey Morris  
M. Augustus Ryer  
Karen Sulzinsky

**Unapproved REDCD Meeting Minutes**  
August 5, 2019 at 7:30pm  
Small Town Hall Conference Room

In Attendance: Arnold Light, M Augustus Ryer, John Devine, Amanda Duff, Cameron Cole, Geoffrey Morris

Guests: Joe Savino, Jake Cascioli, Brian Armstrong

Meeting was called to order at 7:31 pm

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**ANNOUNCEMENTS**

1. Next meeting September 9, 2019, 6:30 pm, lower level conference room, Town Hall
2. Approval of June minutes  
Motion: John Devine. Second: Geoffrey Morris. Unanimous approval.

**GENERAL DISCUSSION**

**Ridgefield Marketplace.** Jake Cascioli and Brian Armstrong presented an update on the mission of their business and operations to be an e-commerce provider for local businesses. September 13 launch date. Currently 51 vendors and 1,200 products.

**Nick Ktorides, collaboration update.** Still collecting data on costs, usage, and operational behavior. Getting feedback from many landlords and others in the business. By September we will have preliminary feedback.

Ridgefield Economic Development Commission: August 2019 Minutes

**Defining ECDC.** Making list of goals and accomplishments of what ECDC has done over the last two years. Bringing new people to town, helping to promote town events, helping to fill retail vacancies, helping to promote the commercial business base. We are leading the collaborative efforts in town. To help the town thrive you need to do the marketing. There is no marketing department for the town, so we are it. We are all things to all people, says chairman Arnold Light.

**Retail Vacancy.** John Devine. CBD shop, the Pharm Stand, moving into former Rockwell space. Sugar Beads moving to former Cheers space. Old Thrift Shop available as well as Total Mortgage, both now owned by Ridgefield Hardware.

**Social Media.** SummerFest paid campaign, Thrown Stone paid. John Devine raised the concept of merging ECDC and town website into one main site that diverts off into ECDC and municipal site. We plan to put together a proposal to First Selectman Rudy Marconi to execute this minimal effort. ECDC put out 11 Facebook campaigns in July, reaching 50,244 people, with a cost of \$770.

Amanda Duff led a discussion about how best to update the ECDC website with events and news updates, and how to find people to help create this quality work.

**Residential Real Estate.** Board of Realtors very happy with our efforts at promoting Ridgefield a place to live. Developed a residential section about living in Ridgefield, then links to major residential brokerages, and link to board of realtors. Better schools, lower taxes, and a great town: promoted on Facebook in Westchester County.

**Jazz, Funk & Blues Weekend.** Sep 5-8. Banners are up and marketing campaign in place: press releases to major media, Facebook campaign, jazzfunk.org website refreshed.

RIFF. Moving forward for Oct 10-14, with anticipated 50 movies and a Virtual Reality interactive session that lets people see animation and feel animation and learn how it's down in the movies.

**Bike Share.** Hard to know if Ridgefield is a viable town for bike sharing service. ECDC might consider promoting bicycle transportation during various events in town. You can get there by bicycle, says Cameron. Talk to Ridgefield Bicycle Co and Ridgefield Bicycle Sport Club about ideas.

**Office Space.** 1) A list of every commercial property in town and 2) a list of every business in town. Gus reported on his ongoing efforts to catalog and inventory all the commercial space in town.

**Election of officers.** Current chairman Arnold Light was nominated and approved 5 in favor with one abstention. Vice Chair John Devine was re-nominated and unanimously approved. Arnold Light was unanimously approved as secretary.

**Cameron Cole:** Dave Goldenberg and Rudy Marconi meeting about affordable housing and Branchville development and discussed with coordination with the town of Redding.

Project Assignments. Distribution of lead and co-lead roles on various ECDC assignments.

A motion was made by John Devine, second by Gus Ryer to adjourn at 10:10 p.m. Unanimous approval.