



**Ridgefield
Economic &
Community
Development
Commission**

400 Main Street • Ridgefield, CT 06877 • (203) 431-2700

Glori Norwitt - Chair
Geoffrey Morris – Secretary
Sean Dowd
Kay Gelfman
Jennifer Gioffre
Brittany Howell
Bob Knight
Mark Riser
Jonathan Winn

Rudy Marconi, First Selectperson
ridgefieldct.gov

**Special Meeting Agenda
For Cultural District Subcommittee
Unapproved Minutes
May 21, 2024 at 9:00am
Over Zoom Video Conference**

The meeting called to order at 9:02am.

In attendance: Glori Norwitt, Geoffrey Morris, Pam Stoddart, Emily Devoe, Megan Searfoss, Allison Stockel, Gary Singer, Ellen Burns, Dan O'Brien, Hilde Grob, Brenda McKinley.

Public Comment

There were no public comments.

Budget & Friends of Ridgefield

The Board of Selectpersons voted to approve the "Cultural District of Ridgefield" as part of the Friends of Ridgefield, a 501c3. Once the Friends of Ridgefield Board gives the final approval, the Cultural District will be able to fundraise as a 501c3.

Marketing

The marketing team hopes to have a campaign for Metro North trains which will include a weekend package to Ridgefield that people can enter to win.

Some marketing funds from the ECDC budget will be used to hire three influencers to promote Ridgefield. The influencers that the marketing group hopes to arrange with are Brunch with Babs (3.4 million followers), CT Attractions (72,000 followers) and Taste CT (400,000 followers). They will come to Ridgefield for a weekend and document their time here. The influencers will also create pre-visit posts and possibly post-visit posts throughout the year. Nothing has been finalized yet, including costs. While the Cultural District cannot control location or

content, there will be an agreement that nothing negative will be posted. The influencers will tag the places they visit, which can then be shared by the businesses through their own social media.

Ellen Burns is working on an updated Ridgefield visitor map.

Barbara Manners received the 4th Annual “Cultural District Award” at the Arts Council’s Behind the Scenes Awards last week.

The Cultural District will walk in the Memorial Day Parade this year with a banner that says “Ridgefield is the First Cultural District in the State”. Anyone interested to join this group in the Parade should contact the ECDC.

There are two RHS Interns who have been assigned a project with the ECDC. They will hand out the updated Cultural District Window Clings (eg the acorn symbol) to businesses in town; the updated version has the State’s new logo on it.

Data Collection

There is nothing to report at this time.

Miscellaneous

Sue Gordon, of Gordon Fine Arts, is organizing the “Ridgefield Arts Festival” in Ballard Park on June 29-30. She handles everything from selecting the artists to applications, security, set up, etc. This festival will bring a lot of traffic to Ridgefield. Ellen notes that the Parking Authority will need to alert the CVS lot owners and provide parking enforcement during those days. Pam Stoddart will find out more information and if/how the Cultural District should help promote the event.

Geoffrey Morris will look into having the road sign for the Cultural District that is on the south side of town (just south of Road 102) moved further south, and will discuss with Hilde.

The next meeting is scheduled for Tuesday, July 9, 2024 at 9am.

Geoffrey Morris moved to adjourn the Cultural District Meeting at 9:45am. Glori Norwitt seconded the motion. All vote in favor.