



Ridgefield  
Economic &  
Community  
Development  
Commission

400 Main Street • Ridgefield, CT 0687 • 203.546.2547 • [Ridgefielddevelopment.com](http://Ridgefielddevelopment.com)

Arnold Light, Chairman  
John Devine, Vice Chair, Secretary  
Amanda Duff  
Paul Levine  
Geoffrey Morris  
M. Augustus Ryer  
Karen Sulzinsky

Rudy Marconi, First Selectman

Approved RECDC Meeting Minutes  
January 7th, 2019 at 6:30pm  
Town Hall Small Conference Room

In Attendance: Arnold Light, Paul Levine, M Augustus Ryer, John Devine, Karen Sulzinsky, Geoffrey Morris, Amanda Duff

Meeting was called to order at 6:32 pm. Motion by Paul Levine. Seconded by Karen Sulzinsky

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**ANNOUNCEMENTS**

1. Next meeting February 4th, 2019
2. Approval of December minutes as amended.  
Motion: Geoffrey Morris. Second: Gus Ryer. Unanimous approval of minutes as amended.

**GENERAL DISCUSSION.**

1. First Floor Retail report from John Devine
  - A. Dianna Colabella, the Ridgefield resident and artist, is having discussions for approximately 3,000sq ft on the second floor above 850 Degrees, and the landlord will re-configure the space to rent to practicing artists. She also plans to bring an art gallery to Main Street.
  - B. The 50 Coins space is leased to a Spanish Mediterranean restaurant and they are waiting for a liquor license before opening.
  - C. A lease for Johnny Gelato space will be signed shortly.
  - D. The Raveis Realty space would be perfect for a tech retailer.
  - E. The previous Luna Rossa restaurant space will be a new Italian eatery.
  - F. The Upscale/Resale space on Bailey is being considered for an arcade.
  - G. A robotics company now based in Lewisboro wants to relocate near Main Street.
  - H. Arnold Light received a call from a Ridgefield resident who is interested in starting a woman's clothing and accessory store on or near Main Street.
2. New Video

Karen and Amanda will be creating a new video as part of our social media marketing plan to motivate people to come to Ridgefield.

Ridgefield Economic Development Commission: December 2018 Minutes

3. Website

Our website needs to be revamped to provide a more business oriented focus. Amanda suggested that we should define who our audience is and concentrate on attracting that audience to our site. John and Amanda will work with Art Schobey Interactive for a plan to remodel the site as a commercial vehicle for Ridgefield.

4. Hospitality in Ridgefield

- a. Arnold Light mentioned that Rudy Marconi will be meeting with Jeremy Buffam of New Castle Hotels and Suzanne Brennan of the Lounsbury House this week to discuss the viability of the property next to the Lounsbury House for a boutique hotel.
- b. Geoff Morris will speak with Steve Scala about his Main Street property and whether or not he is interested in selling for a boutique hotel on the site next to the Elms property.

5. Commercial CERC Follow-up

- a. The Commission agreed to purchase a CERC municipal membership for \$325 for the remaining fiscal year and \$650/year, for the FY 2019/20. The CERC membership includes five free listings for the ECDC to post on its website.

6. Ridgefield Thrift Shop Grant (RTS)

Arnold Light secured the application for the RTS grant and discussed with the Commission as to the amount and project description. The Application must be submitted by February 15<sup>th</sup> and a decision will be made by March 15<sup>th</sup>. The grant amount should be between \$2,500 and \$5,000. The description for the use of the grant would be to benefit all of the Town residents by marketing and promoting events to people within and outside of 06877. This past year the ECDC has attracted 250,000 unique visitors to view events that the town promotes through social media.

7. Social Media Policy

The Commission discussed ECDC's proposed social-media and web policies (attached below). Arnold Light circulated the most current document for Commission approval before asking Rudy to present to Town counsel for legal opinion.

8. Proposed project for Nick Ktorides ECDC, Advisor

Nick and John Devine met with Urstadt Biddle to discuss vacant storefronts as well as a consolidation of vendors in the CBD for services such as trash and snow removal. Nick will start the process of researching and fact finding and present his recommendations to the ECDC. Project time estimate is approximately 6 months.

Motion to adjourn at 8:07 by Geoffrey Morris. Motion seconded by John Devine. Unanimous approval.

## **Ridgefield ECDC**

### **Draft Policy - RECDC Social Media Pages and/or Website**

**Revised 12/3/18**

Website: [www.ridgefeldddevelopment.com](http://www.ridgefeldddevelopment.com)

Facebook: *Ridgefield Economic & Community Development Commission*

#### **Items that can be posted**

Grand opening announcements/businesses moving to town

- Educational events/seminars (especially those with a business focus) from local organizations and businesses
- Major community events.
- Non-profit arts and cultural events
- Accolades and awards with a business/art/culture focus given to local businesses/individuals
- Articles written about Ridgefield in newspapers, magazines, online publications, etc.
- Posts meant to engage the community with the RECDC, including polls (i.e rank the top reasons to own a business in Ridgefield; what kind of business would you like to fill X storefront; etc.)
- Posts that promote the accomplishments of the RECDC
- Posts that encourage civic engagement
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#### **Items that will not be posted**

- Advertisements and sale announcements
- Going-out-of-business announcements
- Posts meant to promote a single individual/business, without a clear community focus (i.e open houses)
- Posts of any political nature

All posting decisions are made at the discretion of the ECDC.

NOTE: ALL POSTS MUST BE SUBMITTED TO THE RECDC 60 DAYS IN ADVANCE; jpeg files only