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

Rudy Marconi, First Selectman

Approved RECDC Meeting Minutes
April 1st, 2019 at 6:30pm
Small Conference Room, Town Hall

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

Absent: Paul Levine

Meeting was called to order at 6:33 pm. Motion by Geoff Mossis. Seconded by Gus Ryer, Approved 5-0

1. Arnold noted that Karen Sulzinsky's term had ended and she has chosen not to be re-appointed to a third term.
2. POCD Presentation: Arnold noted that he had reviewed two drafts. Gus felt that the presentation should not include the statistics and data that was shared as a pre-read. John felt that the data was important as a part of the ECDC recommendations as the ECDC material needed to stand alone with data to support the recommendations.

John asked that either presentation should include a recommendation to convert the zoning of Rt 7 from B2 to B1 to allow retail development. The need to develop a plan to install a sewer line in Branchville was also noted as the critical first step to begin re-development. It was agreed that Arnold would use the two documents and create the final draft to present.

3. John provided an update on retail vacancies in the Village. Art studio lease signed and construction is beginning with an early summer occupancy expected. Running Store relocated to Main Street and consolidated with Everywear on Main. Johnny Gelato space is under contract by Organika that has several locations in other communities. The Raveis space is under negotiation and Purple Frog has an interested party. Remaining openings the former Rockwell Art Space and the two store fronts that are owned by Wayne Addressi that were formerly the Cheer Liquor Store.

Tabloa is expected to open in the former 50 Coins by the end of April. Posa in the former Luna Rosa space is expected to open in May. The former Cellar Door space is now operating as Tequila Escape.

4. John provided an update on the web site marketing.
 - a. Spring Events Promotion; \$200. Reach 8,896, paid 6,819, organic 2,460, 201 clicks, 139 reactions, 4 comments, 63 photo views. 78% FB mobile, 18% Instagram mobile, 4% desktop. Repeating ad for an additional 2 weeks at \$200.

Ridgefield Economic Development Commission: March, 2019 Minutes

- b. ACT Austen's Pride: John noted that tickets were lagging in sales versus previous shows so he ran a \$100 ad to build awareness for the show and the new theater. The ad was still running but with \$60/\$100 spent they ad reached 4,880 paid and 569 organic. 2,962 video views 19 clicks for tickets (?). 60% FB mobile, 35% Instagram mobile, 5% desktop. Demographic skewed much older than any previous ads with 45-65 resulting in the majority of views and 55+ the highest.
 - c. Total site visits in MARCH =10,000!
 - d. John noted that the visuals and the content on the Current Events section continued to improve through the work of Amanda.
5. Arnold discussed a meeting with New Canaan Chamber Director Tucker Murphy and the new chair of the newly formed Tourism and Economic Development Commission, Matthew Kupper-Smith. They have reached out to John to meet and discuss how the RECDC is organized and functions. There were a few areas that it was felt that both communities to work together on.
- a. The event at Grand Central Station encouraging visits to both towns.
 - b. Municipal projects
 - c. Possibly a winter restaurant week with a group of communities sharing the marketing
6. ECDC Opening – John noted that he had a referral from Jessica Mancini and that he and Arnold would meet with the candidate.

New Business

- 1. Fire Dept safety program. John discussed a program that the RFD offers that is a pouch with all medical information for first responders that a homeowner can use. The homeowner puts all medical and emergency contact info in the pouch and a sticker on their door. He will help the RFD to market the program.
- 2. Parking Authority – the PA is scheduled to meet with P&Z to discuss the parking ordinance in the Village. Arnold will contact Jessica Wilmott to discuss prior to the P&Z meeting
- 3. Village Wi-Fi: John will explore the cost and requirements to enable free wi-fi in the CBD.
- 4. Accessibility Program: Arnold reported that Karen has agreed to continue to liaison with the commission.
- 5. Jazz Festival: Geoff noted that all of the organizations have until 5/1 to confirm the performers that they will retain. Current confirmations: Fairfield Counts by CHIRP; Mavis Staples at the Playhouse. John recommended that the Aldrich concert start on Saturday at 4 v. 2 so that it does not interfere with Saturday afternoon family activities. The library will use sound buffers on the walls this year to improve the acoustics. The committee is evaluating if there will be light pole banners this year.

Motion to Adjourn at 8:33 by Geoff Morris, seconded by Amanda Duff. Approved 5-0.