



Town of Ridgefield
Economic Development Commission
400 Main Street
Ridgefield, CT 06877

Arnold Light
Chairman

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Office

John Collins
John Devine
Robert DeFalco
Mary Henwood
Alex Karsanidi
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Rudy Marconi,
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Approved Meeting Minutes
Economic Development Commission
May 2, 2016, 7:00 PM
Small Conference Room

Present: Arnold Light, Alexander Karsanidi, John Devine, Bob DeFalco, John Collins, Mary Henwood, Paul Levine

Guests: David Yagnesak

Arnold Light called the meeting to order at 7:05 PM

Paul Levine recorded the minutes

1. Announcements

a) Next EDC Meeting June 6, 2016

b) April 4th, minutes approval

John motioned, Bob seconded, approved.

2. Review of Branchville TOD project by Alex Karsanidi. Alex reported he just received files and will have more information at the June meeting.

3. The OGSM EDC strategic plan was discussed as a work in progress to be revised again and due for presentation to the Selectmen.

4. Parking issues will continue to be given most attention.

5. Request was made that we obtain a list of all retail businesses and all employers in town. Al Garza, the town tax assessor may have a list for us.

6. There was a discussion on what the goals and objectives are of the EDC and what is defined in our scope? Folks have talked to the State EDC and some national EDC sources. How do we define / measure success?

7. Discussion as to the role to increase tax revenue from commercial enterprises Is it to increase the number of employers or retailers in town? Reduce commercial real estate vacancies, develop Main Street? How can we get baseline information about the actual number now, what the annual growth has been? What the current foot traffic is and the volume of visitors from other areas?

8. Bob did not agree that the calendar was something the EDC should work on. He does agree with marketing and the website. Some have concern that the website development timeline is too aggressive and the resources and funding have not been defined.

9. Bob gave showed his power point presentation on the 5-point plan to the group. Strong support for the presentation with more refining and fewer words. Discussion on how to improve it and what tools to use to develop it, such as Google SEO. Suggestion to get on the BOS agenda and give a 10-minute presentation with 10 minutes for Q & A just to set the agenda for EDC and inform of our plans and timeline.

10. Suggestion that members attend the Planning and Zoning meetings and that we get to know the Chamber of Commerce team better as well.

Meeting was Adjourn at 8:30.