



**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
Brittney Howell
Bob Knight
Mark Riser
Jonathan Winn

Rudy Marconi, First Selectperson
ridgefieldct.gov

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

The meeting called to order at 9:02am.

In attendance: Glori Norwitt, Geoffrey Morris, Pam Stoddart, Ellen Burns, Dan O'Brien, Hilde Grob, Brenda McKinley.

Public Comment

There were no public comments.

Approval of April 16 and May 21, 2024 Minutes

Morris moved to approve the April 16, 2024 minutes without changes; Norwitt seconded. All in favor.

Morris moved to approve the May 21, 2024 Minutes without changes; Norwitt seconded. All in favor.

Budget & Friends of Ridgefield

While the Board of Selectpersons voted to approve the "Cultural District of Ridgefield" as part of the Friends of Ridgefield (a 501c3), Norwitt has not learned if the Friends of Ridgefield Board has provided their final approval. She will reach out.

Marketing

The ECDC allocated \$10,000 for marketing the Cultural District and the Town of Ridgefield to hire several influencers to visit and post about the Town. Morris arranged for three influencers to visit Ridgefield on three different weekends and visit different locales. TasteCT visited ACT, the Playhouse, HooDoo Brown, the CakeBox, and saw the Kicks public art exhibit in the streets. Also, Brunch with Babs will visit soon. Morris will prepare a report.

Some RHS interns handed out updated Cultural District Window clings (eg the acorn symbol) to businesses in town.

Some banners are up around town with the logo “Big City Arts, Small Town Soul” designed by Jonathan Winn and organized by Morris.

Data Collection

Brenda and the data collection team have finalized a draft Data Collection survey, which will be distributed for comment before it is shared with local businesses and nonprofits.

The next meeting is scheduled for Tuesday, September 10, 2024 at 9am.

Morris moved to adjourn the Cultural District Meeting at 9:35am. Norwitt seconded the motion. All vote in favor.