



Ridgefield
Economic &
Community
Development
Commission

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

Glori Norwitt - Chair
Geoffrey Morris – Secretary

Rudy Marconi, First Selectperson

ridgefieldct.gov

Sean Dowd
Kay Gelfman
Jennifer Gioffre
Brittney Howell
Bob Knight
Mark Riser
Jonathan Winn

Economic & Community Development Commission
Approved Minutes
October 7, 2024, at 6:30 pm

The meeting called to order at 6:33 pm in the Town Hall Large Conference Room. The meeting was moved to the small conference room at 6:55pm due to the New-Government Committee taking over the large room.

In attendance: Chair Glori Norwitt, Secretary Geoffrey Morris, Commissioners Sean Dowd, Bob Knight, Jonathan Winn, Brittney Howell, Kay Gelfman

Announcements

Next meeting: November 4, 2024

Approval of September Minutes. Norwitt motioned that we approve without changes and Morris seconded, all in favor.

Public Comment

No public comment.

Recap of Recent Events/Info

On October 23, the ECDC will attend the BOS meeting to request that Commissioner Knight is renewed to the ECDC for another two year term.

Norwitt filed the ECDC Annual Report.

On Thursday October 10 from 7:30-9 am, the Cultural Alliance is hosting the "Business Supports the Arts Awards" Breakfast at the Amber Room. Gary and Susie Singer will receive the Arts in the Community Award.

Tiger Shark Tank (Dowd)

Commissioner Dowd has spoken with numerous local entrepreneurs and business owners who are interested to present at the event. Local residents Priceline founder Jay Walker, Amphenol CEO Adam Norwitt, former UBS Wealth Management president Suni Hartford, former Blue Bishop owner Chris Bishop will serve as Judges. Five presenters have been selected and will be announced approximately October 15. Close to 200 people have signed up for free tickets for the October 28 Tiger Shark III event at the Ridgefield Playhouse. Press Releases will be prepared and distributed.

Interns (Gioffre)

Gioffre continues to work toward creating a marketing calendar. Raquel can work in the future with Brittny for the CRM approach.

Cultural District (Norwitt, Morris)

The Cultural District Advisory group met on October 1 and discussed the overall ideas for marketing and the limitations of no funding. Morris re-announced the results of past marketing campaigns in June and July 2024 that included hiring influencers that resulted in 100,000 social media views of various videos and posts. The plan is to do more influencer work as we build toward a budget to follow a more detailed strategy.

Cultural District Sculpture (Morris, Gelfman)

Morris, Norwitt, and Gelfman met with members of Benenson Properties that owns CVS property. They tentatively agreed to allow ECDC to place a sculpture on a portion of the property next to Prime Burger and in front of CVS. The sculpture is made by local artist Chris Curnan and it will honor the Cultural District honorees. Morris, Gelfman, and Norwitt will speak with the Town to prepare a draft Licensing Agreement for Benenson Properties to allow the Sculpture to be placed on their property near the CVS parking lot. Further, Gelfman will speak with AAC/P&Z about needed Town approvals.

Assistance With Film Locations (Gelfman)

Commissioner Gelfman, Daniel Levine and Amanda Gabbard-McGuirk will put together content for a page on ridgefieldct.com about using Ridgefield as a location for filmmakers.

Database / Inventory

Commissioner Winn believes we should either hire or get access to CoStar, which provides listings for commercial real estate. He suggests uploading data from tax assessor Al Garzi to put in the CoStar database to create an inventory of all commercial real estate in Ridgefield. Morris does not believe CoStar database is the solution. He suggests hiring an hourly worker to compile a database of all existing properties and businesses that would give us a picture of what commercial assets we have in town.

Commissioner Howell proposes getting an email program to keep in touch with Ridgefield business about news and information.

Morris moves and Gelfman seconds that we allocate up to \$1,500 to subscribe to an email management program – Hubspot and Mailchimp were mentioned but not necessarily selected. All in favor 6-0.

Update on Planning & Zoning (Gelfman)

Gelfman proposed drafting an opinion about multi-family housing in town. There are a number of proposals either before P&Z or approaching P&Z for multi-family, some in town some in Branchville area.

Norwitt moves, second by Gelfman, all in favor, meeting ends at 8:42 pm.