

**TOWN of RIDGEFIELD – CITIZENS COMMITTEE MEETING**

**AUGUST 31, 2015**

**APPROVED MINUTES**

TOWN HALL/LARGE CONFERENCE ROOM, 400 MAIN STREET  
RIDGEFIELD, CT 06877

Present: R. Larson, A. Behymer, E. Burns, D. Daughters, L. Hanley, M. Miller, E. Tyrrell, J. Zawacki.

Absent: T. O'Connor

**Agenda**

1. Call to Order
2. Public Comment
3. Review Communication Activities
4. Confirm Communication Timeline
5. Discussion of Evaluation Criteria
6. Discussion of Charrette Location
7. Review Minutes from July 20 & July 27 Meetings
8. Next Steps
9. Adjourn

1. Call to Order - R. Larson called the Citizen's Committee Meeting to order at 7:30 p.m.
2. Public Comment – There were no comments from the public.
3. Review Communication Activities and
4. Confirm Communication Timeline

Mr. Larson and Mr. O'Connor reviewed the survey. It is ready to go. We can look at it again this evening if necessary.

What are we going to send to Hamlet Hub? L Hanley has worked on this. She shared the selected picture and slightly different text.

D. Daughters asked why there are two different websites? He now understands. One is being sent in to Hamlet Hub. With the web site titled, "Vision for 30 Acres", one can just click on the link and not necessary to do anything else to access the site.

Andy Behymer inquired if we need to attribute photos to M&M? He suggests taking out the box and putting in Philip Johnson Building picture by M&M. The text is OK.

E. Burns commented on use of the Ridgefield “closed” Facebook page – this has an extensive “good” contact list.

D. Daughters asked if the survey is to go out on September 1<sup>st</sup>, 2<sup>nd</sup> or 3<sup>rd</sup>? The goal is for the survey to go out on September 1<sup>st</sup> if possible.

Regarding the email to organizations – D. Daughters commented on a “great letter”. He suggested putting the timeline for the survey in the letter – 9/1 thru 9/25.

What location should be set up for the charrette in mid Oct? Use of Library space is a possibility. The Rec Center is too noisy and the High School is at the far north end of town. A location in the center of town would be best.

What about use of flyers? Suggest having flyers (8 ½” x 11”) available at the Library, Founder’s Hall, the Rec Center, and Town Hall. Suggest 20 to 30 posters (11” x 17”) available for distribution around town. D. Daughters stated how he feels the layout for the flyer/poster is excellent. “It says it all!” It is “so good”. D. Larson will have the flyers/posters made and D. Daughters offered to help distribute around town. A flyer can be in the press this Thursday as well as an editorial. E. Burns will check on use of the Press. D. Larson indicated that he is having an interview with Alex Wolf on September 1<sup>st</sup>.

Re – Contact list of organizations: everyone has done a great job covering this extensive list. D. Larson will take the various Town of Ridgefield organizations. Hub Hamlet, Patch, Ridgefield web site, Facebook, Channel 23 – all will be contacted. Alison Greeley has been contacted and she is “on board” for contacting the various art organizations – some have email addresses and others have web sites. L. Hanley stated how some individuals may receive 4 or 5 emails, but too many contacts is better than not enough. D. Larson will speak with R. Marconi about how to best contact the Boy’s & Girl’s Club – this is a good way to reach the parents in town. E. Burns asked about the Highway Department? Parks & Rec is on the contact list. Do we need the Police Commission on the contact list? Yes – D. Larson will contact. The ideal timeline is for each Committee member to complete their contact calls by the end of this week.

Suggest a Citizen’s Committee Meeting be scheduled for September 14 – to see how everything is going. E. Burns is away from the 9<sup>th</sup> to the 18<sup>th</sup>. D. Daughters asked if 800 responses would be a good turnout? Yes, the Committee could be happy with that large a response. D. Daughters away September 14 thru 17 – will call in. He stated how he had already made some calls – but don’t state your personal opinion but ask that one complete the survey and come to a planning

meeting. “Keep it simple” – do not offer an opinion or seek an opinion. That would not be the right approach. Personal calls do make a difference. Many of the members of our Committee have personal relationships with different groups in town. Decide what is the best approach for different individuals – emails or a phone call and/or both?

Important – Send an email to J. Zawacki by Friday, September 4 and say how it is going with your contact list.

D. Larson will contact the school system. A flyer could go home with the school children but may well get lost with all their other school papers. What if the Superintendent were to put our info on the school web site and not via email. We should be able to pick up lots of young families thru the Boys & Girls Club and sports.

E. Burns asked if we have a backup suggestion for how to contact those who do not want to contact their members. What is our Plan B? If not willing to send out an email to members of your organization, should we ask if they would distribute flyers and/or put something on their website? What should be our suggestions?

D. Daughters stated that we as a Citizens Committee are not “pushing anything” We are only seeking information from Ridgefield residents. We are just encouraging use of a survey – we are not talking about anything personal. By responding to this survey, each individual is being a Town community person.

M. Miller emphasized how as the Citizen’s Committee, we are reaching out to everyone.

What about if we add this as an alternative response to someone who does not want to forward our email to the members of their organization – the Committee suggested “If you cannot forward this email to your members, would you consider adding our link to your website and using our posters or flyers to help communicate this survey?”

A business-size card with a link can be added to the side of a poster. D. Larson will get a couple hundred of these made, but it will take a couple of days to get these printed.

What about stands for the flyers and/or posters? E. Burns stated how she feels she can locate the loan of stands somewhere. Some locations will have their own stands or easels. Founder’s Hall has their own easels.

*Ridgefield Press* has agreed to run an article in their September 3<sup>rd</sup> issue. *News/Times* has agreed to do something for us also.

- D. Daughters indicated that he is willing to take paper copies of the survey to those responsible for passing them out at Founder's Hall. L. Hanley will do the same for the Ridgefield Library, and R. Larson the same for Town Hall.
5. Discussion of Evaluation Criteria- What is the criteria that is the most important to us? Once we get the surveys back, we can narrow down what makes the most sense. This can be the project for early October once we get a list of evaluations. The Executive Summary of the Ridgefield Plan for Conservation and Development, Section 4 – “on line” – has some important items to think about in terms of evaluation. At our meeting scheduled for the end of September, we should spend time on the results of the survey.
  6. Discussion of Charrette Location – Will check on the availability of the Library. What is the best date and time?
  7. Review Minutes from July 20 and July 27 Meetings-

**Andy Behymer moved and Joan Zawacki seconded a motion to approve as amended the minutes of the July 20, 2015 Citizen's Committee Meeting. Motion passed 9-0.**

**Ellen Burns moved and Don Daughters seconded a motion to approve as amended the minutes of the July 27, 2015 Citizen's Committee Meeting. Motion passed 9-0.**

8. Next Steps –
  - D. Larson listed some of the next steps.
    - Posters and flyers will be printed
    - D. Daughters and E. Burns will get the Library secured and plan the set-up for the Charrette.
    - J. Zawacki will receive responses as to the Committee member's responses to their phone calls. She'll let the Committee know how everyone feels their calls are going and what problems have occurred, if any. At our extra meeting scheduled for September 14, we will discuss how everything is moving along. Does the survey consist of too many questions? Is there any way to condense the survey?
    - May schedule an extra meeting for September 21<sup>st</sup> if needed.

**Ellen Burns moved and Ed Tyrrell seconded a motion to adjourn the Citizen's Committee Meeting at 8:50 p.m. Motion passed 9-0.**

Respectfully submitted,

Janet L. Johnson

