



**TOWN OF OLD SAYBROOK**  
Economic Development Commission

David Prendergast, Chair  
Kacie Costello Hand, Vice Chair  
Sandra Roberts, Secretary/Treasurer

302 Main Street • Old Saybrook, Connecticut 06475  
Telephone (860) 395-3139 • FAX (860) 395-3125

Judy Ganswindt  
Nick Prevost  
Elizabeth Swenson  
Susan Quish  
Michael Bender, Alternate  
Erica Cosenza, Alternate

**MEETING MINUTES**

HYBRID MEETING

Thursday, April 11, 2023 – 6:30 P.M.  
Town Hall, 2<sup>nd</sup> Floor Conference Room  
302 Main Street, Old Saybrook

**I. CALL TO ORDER**

Chair, David Prendergast called the meeting to order at 6:36 P.M.

**II. ROLL CALL**

Members present: David Prendergast, Kacie Costello Hand, Susan Quish, Erica Cosenza

Members absent: Sandra Roberts, Judy Ganswindt, Nick Prevost, Elizabeth Swenson, Michael Bender

Staff: Lisa Strickland, Clerk

**III. PUBLIC QUESTION & COMMENT – None**

**IV. GUESTS – Maria Miranda, Miranda Creative - Virtual**

**V. STAFF REPORT - None**

**VI. REGULAR BUSINESS**

**A. Approval of Minutes: March 14, 2024**

**MOTION** to approve the meeting minutes of March 14, 2024, as presented. **MADE** by S. Quish  
**SECONDED** by K. Costello Hand; **VOTING IN FAVOR:** K. Costello Hand, S. Quish  
**ABSTAINING:** D. Prendergast, E. Cosenza **OPPOSED:** None. **APPROVED:** 2-2-0

**B. Correspondence & Announcements - None**

**VII. OLD BUSINESS**

**A. Marketing Report – Maria Miranda, Miranda Creative – virtual**

Paid social media for March through April promoting “get outside” has had 304,000 impressions within last 30 days with CTR .44%. That is 10,000 impressions a day, which is great.

Celebrate Saybrook logo update and mini brand guide are done and ready for sharing with other town departments. Still working on flyers, posters and social media creatives for marketing. An event has been posted to Facebook which already has 44 attending and 430 interested as of April 10<sup>th</sup>.

Say Old Saybrook is the official name on the Facebook page now.

Celebrate Saybrook landing page is now hosted through the town and not through Chamber of Commerce. Ms. Donahue will be loading information. Next steps are training Ms. Donahue and GOSC staff to input the information.

B. Review and Vote on Art Hallway Exhibitor Applications

**MOTION** to approve Beth Crawford application making sure all of application is submitted made by E. Cosenza; **SECONDED** K. Costello-Hand  
**VOTING IN FAVOR:** D. Prendergast, E. Cosenza, K. Costello-Hand, S. Quish  
**ABSTAINING:** None. **OPPOSED:** None. **APPROVED:** 4-0-0

D. Prendergast recommended discussion with Ms. Donahue of the remaining application submitted by Susan Consoli at the next meeting.

VIII. **ADVISORY GROUP REPORTS**

Appointed E. Cosenza as the Advisory Group Chair for the Art Hallway Exhibit.

IX. **NEW BUSINESS - none**

X. **COMMENTS FROM THE CHAIR**

D. Prendergast attended Judy Collins’ show at The Kate. It was a packed house, still a beautiful singer at 82 years old.

XI. **ADJOURNMENT**

**MOTION** to adjourn the meeting of Thursday April 11, 2024 at 7:26 p.m. until the next regularly scheduled hybrid meeting of the Economic Development Commission on May 9, 2024 at 6:30 pm, Town Hall, 302 Main Street, second-floor conference room; **MADE** by E. Cosenza **SECONDED** by S. Quish; **VOTING IN FAVOR:** D. Prendergast, K. Costello Hand, S. Quish, E. Cosenza **ABSTAINING:** None **OPPOSED:** None. **APPROVED:** 4-0-0

Respectfully submitted,  
Lisa Strickland  
Recording Clerk