



## TOWN OF OLD SAYBROOK Economic Development Commission

Carol Conklin, Chair  
Elizabeth Swenson, Vice Chair  
John DeCristoforo, Secretary/Treasurer

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Joseph Arcari  
David Cole  
James Keating  
Matthew Pugliese  
Bruce Greenfield, Alternate  
Sandra Roberts, Alternate

### MEETING AGENDA

June 8, 2017  
2<sup>nd</sup> Floor Conference Room, Old Saybrook Town Hall  
7:30 pm

#### CALL TO ORDER

Chairman Carol Conklin called the meeting to order at 7:30pm.

#### ROLL CALL

Members present: Carol Conklin, Joseph Arcari, James Keating,, David Cole, Bruce Greenfield, John DeCristoforo, Matthew Pugliese

Members absent: Elizabeth Swenson, Sandra Roberts

Staff: Susan Beckman, Economic Development Director, Meryl Moskowitz, Recording Clerk

Guests: Rich Scierka, Scierka Lang; Mathew Rubin, Old Saybrook Shopping Center

**MOTION** to change the order of agenda items, to hear “Old Business – Marketing Update” first, followed by “New Business – Old Saybrook Shopping Center”; **MADE** by J. Arcari, **SECONDED** by J. Keating; **VOTING IN FAVOR:** C. Conklin, J. Keating, J. Arcari, D. Cole, B. Greenfield, M. Pugliese, J. DeCristoforo; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 7-0-0.

#### PUBLIC QUESTION & COMMENT

#### OLD BUSINESS

##### A. Marketing Update

Rich Scierka of Scierka Lang reported to the Commission with a marketing update. He reviewed a master calendar that tracks content to publish on social media, i.e. town events, business milestones, specials at The Kate, Chamber activities, as well as promoting business reasons to contact the Town of Old Saybrook such as available business locations. He also reviewed categories of analytics analysis.

#### NEW BUSINESS

##### B. Old Saybrook Shopping Center Discussion

Mathew Rubin, owner of Old Saybrook Shopping Center, spoke with the Commission, providing a snapshot of current business activity, a discussion about leases, and two pressing problems he is dealing with 1) seagulls and their nests on the rooftop, and 2) upgrading the septic system.

## REGULAR BUSINESS

### A. Approval of Minutes: May 11, 2017

**MOTION** to approve the Minutes of the May 11, 2017 regular meeting; **MADE** by J. DeCristoforo, **SECONDED** by D. Cole; **VOTING IN FAVOR:** C. Conklin, J. Keating, J. Arcari, D. Cole, B. Greenfield, M. Pugliese, J. DeCristoforo; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 7-0-0.

### B. Correspondence & Announcements

- Tom Stevenson expressed concerns about the look of Main Street. Mr. Stevenson is a member of the Board of Finance, he expressed interest in keeping up the look of Old Saybrook and has concerns about sign clutter at the intersection of Rt 1 and Main St. S. Beckman noted that some of the signs are state signs. C. Conklin asked about how complaints are handled, who receives complaints and how are they prioritized? S. Beckman is to follow up and report to the Commission.

- Inlands/Wetlands Representation Options – no report

- EDC Support of Regional Transportation Oriented Development Grants Applications  
Town Planner Christine Nelson is applying for two State grants and requests letters of support from the EDC. One grant is for the Saybrook Junction area to do construction of streetscape improvements. The second is for an engineering study at Mariner's Way.

**MOTION** to sign letters of support for two Regional Transportation Oriented Development Grants Applications being made by the Land Use Department for Saybrook Junction and Mariner's Way; **MADE** by J. DeCristoforo, **SECONDED** by M. Pugliese; **VOTING IN FAVOR:** C. Conklin, J. Keating, J. Arcari, D. Cole, B. Greenfield, M. Pugliese, J. DeCristoforo; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 7-0-0.

- Rail letter support

The EDC received a request from GoRail, to sign a joint letter of support against the U.S. Surface Transportation Board's regulations, which GoRail states will harm independent rail companies. S. Beckman is to investigate both sides' positions and report to the EDC at next month's meeting.

### C. Benches

The request has been submitted to Public Works for assembly and installation of the benches.

## SUB-COMMITTEE REPORTS

### A. Town-wide Promotion – Wednesdays in Old Saybrook

The flyer is almost finalized. S. Beckman will have copies made and C. Conklin will distribute throughout Town.

### B. Mariner's Way BAR Planning Project – Sandi/Susie

A final public presentation of Mariner's Way is scheduled for June 20 from 6 – 7:30 p.m. at Hunter's Ambulance. The public is invited to hear from the Town's consultants about land use concepts for the key areas as well as streetscape options along Mariner's Way.

### C. Marketing Plan – Jim/Carol/Susie

- D. Recognition of Long-Term Businesses/Spirit of Saybrook – John/Dave
- E. Arts & Culture – Arts Group.  
Three art groups are expected to participate in Wednesdays in Old Saybrook, bringing public art to public spaces, including at the Farmers Market.

#### **NEW BUSINESS**

- A. EDC Commission Election of Officers  
It was agreed to postpone a vote until next month's meeting.

#### **COMMENTS FROM THE CHAIR**

C. Conklin reported about input that she had received from speaking with two individuals from two different towns about how their towns respond to new business leads. Both people related how their town had a goal of getting that business to open within 90 days, and that prior to an application being submitted, all department heads assembled to review the lead to discuss any possible obstacles.

#### **PUBLIC QUESTION & COMMENT**

#### **STAFF REPORT**

#### **ADJOURNMENT**

**MOTION** to adjourn the meeting at 9:10pm until the next regularly scheduled meeting of the Economic Development Commission which will be held on July 13, 2017 at 7:30p.m., Town Hall, 302 Main Street, second floor conference room; **MADE** by B. Greenfield, **SECONDED** by D. Cole; **VOTING IN FAVOR:** C. Conklin, J. Keating, J. Arcari, D. Cole, B. Greenfield, M. Pugliese, J. DeCristoforo; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 7-0-0.

Respectfully submitted,

Meryl Moskowitz  
Recording Clerk