
Economic Development Commission Minutes 09/14/2017

MEETING MINUTES

September 14, 2017

2nd Floor Conference Room, Old Saybrook Town Hall
7:30 pm

- **CALL TO ORDER** 7:37pm

The Vice Chair Elizabeth Swenson called the meeting to order at 7:37p.m.

- **ROLL CALL**

Members present: Elizabeth Swenson, John DeCristoforo, Joseph Arcari, David Cole, Matthew Pugliese at 7:57p.m., Bruce Greenfield, Sandra Roberts

Members absent: Carol Conklin, James Keating

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

- **PUBLIC QUESTION & COMMENT** – none
- **GUEST** – None
- **REGULAR BUSINESS**

Approval of Minutes: July 13, 2017

MOTION to approve the regular meeting Minutes of July 13, 2017; **MADE** by J. DeCristoforo; **SECONDED** by D. Cole; **VOTING IN FAVOR:** E. Swenson, J. DeCristoforo, J. Arcari, D. Cole, B. Greenfield, S. Roberts; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 6-0-0.

B. Correspondence & Announcements

- Chamber of Commerce, renewal of membership

MOTION to renew 1 year membership to Old Saybrook Chamber of Commerce in the amount of \$100; **MADE** by D. Cole; **SECONDED** by J. DeCristoforo; **VOTING IN FAVOR:** E. Swenson, J. DeCristoforo, J. Arcari, D. Cole, B. Greenfield, S. Roberts; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 6-0-0.

- Chamber of Commerce LENS event, S. Beckman explained the upcoming business gathering taking place at Water's Edge October 19. Members agreed she should attend on behalf of the Commission.

- The Chamber of Commerce thanked the Commission for their donation to the annual Arts & Crafts festival.

- Memo from Zoning Commission re: NE Power Equipment. A request for review of an application for special exception. Commissioners reviewed the proposed changes and agreed that improvements consistent with the plan for Mariner's Way would be more beneficial for future development of Mariner's Way.

MOTION to send a favorable recommendation to Zoning Commission for “**New England Power Equipment/Ford**” Spec’l Except. for Retail & Storage 380 & 400 Boston Post Rd. (Map 53/Lot 50 & Map 42/Lot 15) *Gateway Business B-4 Dist.* with the strong recommendation that improvements to the buffer are made that are consistent with future Mariner's Way development, which would allow for future bike-ped path and sidewalk; **MADE** by J. DeCristoforo; **SECONDED** by J. Arcari; **VOTING IN FAVOR:** E. Swenson, J. DeCristoforo, J. Arcari, D. Cole, M. Pugliese, B. Greenfield, S. Roberts; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 7-0-0.

- First Selectman requested a Budget Performance Review & 3 Yr Capital Plan

S. Beckman stated that the Commission is close to budget, and asked for input regarding recommendations for capital projects they would like to see funded. E. Swenson suggested: way finding signs, and funding of conceptual plans for places in town that might be candidates for improvements, such as the lot at Benny's or the lot at the former bowling alley.

- Need to update EDC in the Plan of Conservation & Development
E. Swenson suggested the idea of co-marketing with one or more of the towns of the Lower River Valley, possibly in partnership with RiverCog.

- Bruce Greenfield announced he is resigning from the Commission after 20 years of service on the E.D.C.

VI. OLD BUSINESS

A. Benches - Update

S. Beckman reported that an additional twelve benches have been ordered, 4 of which are donations.

VII. SUB-COMMITTEE REPORTS

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

S. Beckman reported that it is difficult to measure who benefited, that marketing can be improved, and that next year they would like to work better with the artists.

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

S. Beckman reported that in August, the BAR advisory committee met and reviewed three streetscape concepts, and will recommend one plan for adoption to the Planning Commission.

S. Beckman reported that the Brownfields Assessment report was that the brownfields are not so severe that a developer would be discouraged to develop there.

Members discussed holding a joint meeting with other Commissions to review findings of Civic Moxie, when the report is released.

S. Beckman reported that the Roger Tory Petersen Estuary Center may look to relocate offices to Old Saybrook. She has also been in discussion with Eco Travel Center.

C. Marketing Plan – Jim/Carol/Susie Update provided by Rich Szierka

A report from marketing consultant Rich Szierka was distributed, showing Facebook data from the past two months.

D. Recognition of Long-Term Businesses/Spirit of Saybrook – John/Dave

J. DeCristoforo gave a report.

E. Arts & Culture – Arts Group

S. Beckman reported that a collaborative group called Bards & Biz has formed, involving CT River Laureates, the Old Saybrook Poet Laureate and students of Lyme Academy who reside at Post & Main. The group has written poems for businesses, and students may create accompanying art.

VIII. NEW BUSINESS

A. Update Economic Development section of the Plan of Conservation and Development

The last update was 2006, and the Plan is slated to be updated every ten years. M. Pugliese and S. Beckman will review the current plan and come back to the group next month with a strategy.

IX. COMMENTS FROM THE CHAIR

There was a brief discussion about the closing of Bennys.

X. PUBLIC QUESTION & COMMENT – None.

XI. STAFF REPORT

S. Beckman reported that:

- the Main street parking lot is to be completed by mid October
- the repairs to North Main Street are to be completed by mid October
- the Constant Contact newsletter is getting more subscribers
- she spoke to owners of Ocean Art and Pearls & Plaid, and both businesses are doing well
- she spoke to the director of The Educational Center for the Arts, a charter school, which may have satellite locations in the future
- Middlesex County Revitalization Commission has funds to lend to businesses in Old Saybrook
- she attended a 4-day Professional Development that gave an overview of economic development subject areas
- she and First Selectman Carl Fortuna met with owner of a Iterum Therapeutics, a company that is developing an anti-resistant antibiotic and located in the industrial park. They expect to outgrow their 10,000 sq ft office space by 2019-2020.
- she has resumes of two people interested in Commission seats

• ADJOURNMENT

MOTION to adjourn the meeting at 9:13p.m. Until the next regularly scheduled meeting of the Economic Development Commission on October 12, 2017 at 302 Main Street, Town Hall, 2nd Floor Conference Room; **MADE** by B. Greenfield; **SECONDED** by D. Cole; **VOTING IN FAVOR:** E. Swenson, J. DeCristoforo, J. Arcari, D. Cole, M. Pugliese, B. Greenfield, S. Roberts; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 7-0-0.

Respectfully submitted by Meryl Moskowitz, Recording Clerk