



TOWN OF OLD SAYBROOK
Economic Development Commission

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

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

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

MEETING MINUTES

October 12, 2017

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

I. **CALL TO ORDER**

The Chairman Carol Conklin called the meeting to order at 7:35p.m.

II. **ROLL CALL**

Members present: Carol Conklin, John DeCristoforo, Joseph Arcari, David Cole, James Keating, Sandra Roberts

Members absent: Matthew Pugliese, Elizabeth Swenson

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

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

IV. **GUEST – None**

V. **REGULAR BUSINESS**

A. Approval of Minutes: September 14, 2017

MOTION to approve the regular meeting Minutes of September 14, 2017 as amended to correct the spelling of Rich Scierka, p.3, VII. C; **MADE** by D. Cole; **SECONDED** by J. DeCristoforo; **VOTING IN FAVOR:** C. Conklin, J. DeCristoforo, J. Arcari, D. Cole, J. Keating, S. Roberts; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 6-0-0.

B. Correspondence & Announcements

- Request from Town Planner to review designation of potential Village Priority Funding Area Economic Development Director Susan Beckman explained that the area from the train station through Main Street is a designated town center. The Town Planner wishes to know if the Commission would want to expand or contract that area. S. Beckman will get more information and forward response from the Town Planner to Members.

- S. Beckman reported that the Brownfields assessment has been completed. The summary is that contamination on the Heinemann/Hallisey properties exists but is not as bad as it could have been and, according to the environmental consultant should not deter potential development. Some remediation is needed but the consultant doesn't believe it is cost prohibitive for potential developers. On October 19, 2017 the environmental consultants will be presenting their findings.

- S. Beckman reported about a letter from the CT State Dept of Agriculture, requesting to buy an ad in an agricultural educational publication
- Saybrook Junction is in foreclosure, and a scheduled auction has been postponed because there is a contracted buyer

VI. **OLD BUSINESS**

A. Benches – Update

S. Beckman reported they are waiting for the twelve benches to arrive that have been ordered. A letter will be sent soon to businesses to request bench sponsorship.

B. Economic Development section of the Plan of Conservation & Development/Strategic Planning

A discussion was held about how best to revise the Economic Development section. S. Beckman circulated a proposal from CERC for assistance in creating the economic development portion of the POCD. Members discussed other options, such as holding a workshop with the Town Planner. S. Beckman will inquire whether the study can be funded internally, and will invite Town Planner Christine Nelson to the November meeting.

VII. **SUB-COMMITTEE REPORTS**

A. Town-wide Promotion

S. Beckman explained the holiday shop local campaign, organized by the Chamber of Commerce, called Naughtical & Nice, which is a booklet of coupons offered by local merchants and organizations, with a calendar of holiday events and list of resources for charitable donations.

B. Mariner's Way BAR Planning Project – Efforts are on-going to generate interest from developers and businesses in locating in the corridor. CivicMoxie is finalizing the project and will provide a report and final presentation December/January.

C. Marketing Plan – Jim/Carol/Susie Met with Rich Scierka

S. Beckman circulated a marketing report prepared by Rich Scierka, showing Facebook engagement and site traffic data. An online campaign, “Work, Play, Live Here” launched October 9. R. Scierka will be invited to attend next month's meeting to discuss next steps for marketing.

D. Recognition of Long-Term Businesses/Spirit of Saybrook – no discussion

E. Arts & Culture – no discussion

VIII. **NEW BUSINESS**

A. Open Alternate Position

S. Beckman reported that First Selectman Carl Fortuna wants to fill the vacant position with a Republican to maintain balance. Upon review of the resume of Judy Ganswindt a consensus was reached to recommend her to fill the alternate position.

MOTION to recommend Judy Ganswindt to fill the alternate position on the Economic Development Commission, **MADE** by J. DeCristoforo; **SECONDED** by J. Keating; **VOTING IN FAVOR:** C. Conklin, J. DeCristoforo, J. Arcari, D. Cole, J. Keating, S. Roberts; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 6-0-0.

IX. **COMMENTS FROM THE CHAIR**

C. Conklin reported that Don Lucas, Building Inspector, has retired, and anyone interested in attending a retirement party for him should see her for details. She also reported that three aerospace firms are bringing 200+ employees to Middletown, and asked S. Beckman to look into contacting the appropriate person to encourage them to consider Old Saybrook for housing.

X. **PUBLIC QUESTION & COMMENT**

XI. **STAFF REPORT**

S. Beckman spoke to Steven Tagliatella, owner of Saybrook Point Inn, and invited him to speak to the Commission. She also reported that the Main Street parking lot is complete aside from a few details.

XII. **ADJOURNMENT**

MOTION to adjourn the meeting at 9:10 P.M. until the next regularly scheduled meeting of the Economic Development Commission which will be held on Thursday, November 9, 2017, at 7:30 P.M., Town Hall, 302 Main Street, 2nd Floor Conference Room; **MADE** by D. Cole; **SECONDED** by J. Keating; **VOTING IN FAVOR:** C. Conklin, J. DeCristoforo, J. Arcari, D. Cole, J. Keating, S. Roberts; **OPPOSED:** None; **ABSTAINING:** None; **APPROVED:** 6-0-0.

Respectfully submitted,

Meryl Moskowitz
Recording Clerk